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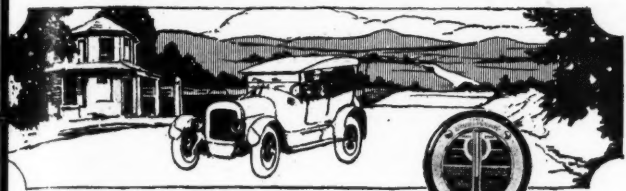
PRINTERS INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIV, No. 13

NEW YORK, SEPTEMBER 26, 1918

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WHEN the Boyce Moto-Meter was put on the market early in 1914 the public scoffed at the idea of a heat gauge applied to a heat engine.

Sales came hard.

Then in the fall of 1914 the Mercer Automobile Company adopted the Boyce Moto-Meter as standard equipment. Stutz, Haynes, Simplex, Packard and Jordan followed.

Today close to a hundred makers of passenger cars, motor trucks, tractors, motor boats and airplanes factory-equip their motors with Moto-Meters.

Thousands are sold direct to the consumer.

From the beginning Mr. Boyce has leaned heavily upon advertising to tell his story to the manufacturer, the dealer and the public.

He feels that straight-forward,

business-like advertising has done much to prepare his field—to educate his customers to the utility of his product—and to make contracts and orders far easier for his salesmen to obtain.

And it is perhaps significant that Mr. Boyce who for years has held all the strings of his business in his own hands, who personally invented and perfected the Moto-Meter and built up the present successful organization, should have selected Advertising Headquarters to prepare and properly place the advertising which he regards as regular business insurance—fully as important now in the strength of business maturity as in the early days of pioneering and foundation laying.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



The Standard Farm Papers

(Over One Million Farm Homes)

The doubling of manufacturing facilities in the last four years means double production and double selling effort after the War.

Advertising in Standard Farm Papers now will be most effective preparation against this post-war competition—because it will establish in advance, your name and reputation in the market with the greatest buying power when peace is declared.

Sell a Standard Farm Paper subscriber and you sell his neighbors too.

The Standard Farm Papers are:

Pennsylvania Farmer
Established 1880
The Breeder's Gazette
Established 1881
Hoard's Dairyman
Established 1870
The Ohio Farmer
Established 1848
The Michigan Farmer
Established 1843
Prairie Farmer, Chicago
Established 1841

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Wallaces' Farmer
Established 1895
Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas
The Wisconsin Agriculturist
Established 1877
Pacific Rural Press
Established 1870
The Farmer, St. Paul
Established 1882

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

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Putting the Woman in the Job for Which She Is Fitted

Skill and Intuition Necessary to Find Her Specially Strong Points—
Experiences of a Woman Examiner of Woman Labor

By Dorothy Jefferson

Examiner in Charge for Department of Labor, Woman's War Work Exchange,
Chicago *Herald & Examiner*

CAN the patriotic, industrious American woman measure up to the colossal task that through war-time emergency now confronts her? Can she, with proper aid and encouragement, smooth over the multiple difficulties that beset the paths of the nation's manufacturers—paths made rough and troublesome by the acute labor stringency grown out of present-day conditions?

Were I asked, my answer to both questions would be heartily in the affirmative. It would be frankly and emphatically, yes, because I have seen so much of, and tested so thoroughly and carefully the mettle of our newly created feminine working class. But please note how I qualify my second query, "Can she *with proper aid and encouragement*—?" What does this mean? I purpose trying to tell you.

The Woman's War Work Exchange, which is a federal state employment bureau, registered nearly 2,000 girls and women for men's work during the last week of May. June brought 3,000 more, and since that time, we have struck an almost steady gait of a thousand a week. Our bureau is only one of a dozen operated by the Department of Labor in this city, so it may readily be seen that little time was lost in signing up substitutes for enlisted men.

The signing up was the easiest part. Even in a city of this size, with the urgent need of workers at its high water mark, it is difficult to place unskilled labor. And, when I went over a list of our first 2,000 registrants on June 1, I was forced, in spite of the pride that I felt in the patriotism of my sex, to admit that four of every five applicants were pitifully unskilled.

After serious consideration, we decided to file them, not according to experience but according to their personal ambitions. Even if a woman were qualified by training for nothing but domestic service, we concluded that she might, with a little patience on the part of an employer, make an excellent munition worker—providing her heart and hands worked in unison.

For women are sentimental creatures—the best of them, and the worst of them. Sentiment enters into everything they do—and employers may well serve their own ends by recognizing and accepting the characteristic which is at once the weakness and the strength of femininity. The following example will illustrate my point:

There are, in Chicago, hundreds of power machine factories that are doing Government work of one kind or another. Some make tents, some uniforms, some

kits, some caps, etc., etc. The help wanted columns of the newspapers are filled daily with advertisements for women operators—skilled and unskilled. Good salaries are offered—but advertisements are not responded to as they should be. Why? There is no sentimental appeal in a statement such as this:

"Wanted—women power-machine operators to work on canvases. Wages \$15. Apply——"

Women read those things—but they do not respond. They wait for an invitation, rather than an advertisement. Strange, isn't it? Yet it's true.

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"Tell the women that they will make tents for the soldiers. Ask the mothers if they want their boys to have protection over their heads in the army camps. Make an appeal to woman's patriotism."

The number of women who signed up to go to that factory, at \$10 a week, was amazing. Amazing, that is, until one considered the spirit which American women have displayed since the beginning of the war. Those tents *had* to be made—and knowing as much, our registrants quickly, quietly, and with perfect satisfaction, "enlisted" for "power-machine operating on canvas."

Another instance of this same thing came to light when Sears, Roebuck & Co. called upon us for help in securing women to do inspecting and packing in their stock rooms. We found that the average woman shrugged indifferently or voiced a positive refusal when we suggested that we could place her at \$12 a week as a packer in a mail-order house. Yet the same woman's eyes kindled with interest when we added that she was *needed* to replace a man.

The question of salary seems secondary to women. First of all, they want to know if employers will allow them to do "real" men's work—and *then* they want to know what their remuneration will be.

Winslow Brothers, who are turning out a thousand shells a day and shooting them right across to the firing lines, have discovered another peculiar "twist" to the feminine viewpoint. We have sent them a number of workers, but they have rejected far more than they have employed. Finally, my curiosity was aroused to such an extent that I made a personal investigation for the purpose of discovering just what type of woman they considered efficient.

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With respect to advertisers who make use of catalogues, and yet, in point of paper consumption, etc., are not at all in the class of the big mail-order houses, the attitude at the War Industries Board is very similar to that assumed with reference to publishers of house-organs. As has been pointed out in *PRINTERS' INK*, the War Industries Board without calling any conference of the users of house-organs has let it be known through private correspondence that it thinks that a cut of 25 per cent in paper consumption will be about right as the contribution of these private advertising mediums to the cause of paper frugality. If the house-organ men take the hint in the right spirit there will proba-

bly be no council of war and no issuance of formal orders. A similar course is to be followed with small catalogue users. If they just naturally fall in line behind the large mail-order houses in the matter of catalogue compression they will probably be spared any formal summons from Uncle Sam. On the other hand, if it should appear that the small catalogue users are failing to economize while the large houses are obeying the letter and spirit of the new order, some means will have to be found for lining up the smaller advertisers.

SUDDEN CUT IS IMPRACTICABLE

It was the idea at Washington before the mail-order men arrived that a curtailment order stipulating a cut of somewhere between 15 and 25 per cent on catalogue papers could be put into effect as soon as agreed upon. However, the spokesmen for the mail-order houses pointed out at the conference that a sudden slash if not impracticable would at least be attended with loss and inconvenience to catalogue publishers by reason of the fact that most of the houses have already provided paper stock, plates, etc., for their forthcoming catalogue issues. In every instance paper, etc., for the 1919 spring catalogues has been ordered and in not a few cases printing has been started.

In view of these circumstances it was, after extended discussion, agreed that for the time being the cut would be only 10 per cent—the percentage being doubled up later. Specifically, the 10 per cent curtailment in tonnage is for the six months from October 1, 1918, to March 30, 1919. The 10 per cent is to be figured on the tonnage used in the corresponding period of 1917-18.

After the expiration date next spring curtailment will be at the

A good-sized city of
40,000 people comes
into Brooklyn every
year.

That's growth.

The newspaper of
largest circulation in
Brooklyn is The
Standard Union.

That's growth, too.

rate of 20 per cent computed on the basis of the tonnage actually used in the six months' period, respectively, October 1, 1917, to March 30, 1918, and April 1, 1918, to September 30, 1918.

The general catalogues will be figured upon the total season's issue regardless of whether printed within the six months' period or not.

There is emphasis by the War Industries upon the fact that this agreement is based upon present conditions and that the Board does not guarantee its maintenance.

As it has worked out, the body at Washington allows to each catalogue user a free hand in working out the paper curtailment required of him—a much greater latitude, indeed, than had been anticipated in some quarters. When the Pulp and Paper Section, early last July, sent to mail-order houses a questionnaire covering general catalogues, seasonal catalogues and flyers the impression was created, from the queries put, that the officials at Washington might have it in mind to suggest to advertisers just how they go about catalogue readjustment. For example, there were questions as to how many general catalogues were to be sent this fall to "customers" or upon request and how many were "sent to others." Inquiry was made as to whether lighter weight stock and cheaper grades of paper might not be used for flyers and regarding paper used in other advertising literature.

As a result of the consideration of the problem in conference, however, there will be no attempt on the part of the Government—at least not at this time—to dictate to any advertiser how he shall use or amortize the paper stock that

alogue rather than skimp his mailing list. It was stated by some of the mail-order men that they proposed to eliminate entirely the issuance of monthly flyers, and Uncle Sam will accept this as a solution to the extent of the paper tonnage saved. However, the Governmental influence is thrown on the side of lighter and cheaper papers wherever possible.

Mail-order houses were represented at the conference at Washington as follows: The Catalogue House, by R. Benson; Larkin Co., of Buffalo, by H. M. Estey; Chicago Mail Order Company, by H. M. Schnadig; Montgomery Ward & Co., by Henry Schott; Sears, Roebuck & Co., by Irwin S. Rosenfels; Charles William Stores, by O. E. McIntyre; the National Cloak and Suit Company, by A. L. Lynn; Butler Brothers, by G. W. Weber, and John E. MacLeish; Perry Dame & Co., by C. C. Miller; the Seed Trade Association, by F. W. Bolgiano, president; M. W. Savage Factories, Inc., by Wood Jones, of Minneapolis; Spiegel, May, Stern & Co., and Martha Lane Adam, by E. L. Swikard, of Chicago; and Straus & Schram, by L. J. Solomon and Elmer Richards, of Chicago.

As a sequel to the catalogue cut, the Pulp and Paper Section of the War Industries Board will now take up the curtailment of the use of stock in calendars. Whatever contraction is agreed upon will, of course, be initiated with the 1920 calendars, the manufacture of 1919 calendars having been completed or so far advanced that no readjustment is practicable. A general meeting of calendar printers and advertisers to consider the situation will be held in Chicago on September 30. As a prelude to that, Chief Donnelley, of the Pulp and Paper Section,



Your Sales Representatives —Covering the Entire U. S. A.

Good salesmen are hard to get, transportation is expensive and uncertain, hotel tariffs are being increased—yet *some* firms are steadily and successfully refusing to allow their selling costs to climb. Many are reducing them—selling more goods and selling them at lower costs per sale than ever before. Their method is neither secret nor difficult to follow. It is easy and simple. It consists in replacing or supplementing your salesmen with *postmen*.

Advertisers are only just beginning to perceive the enormous profit possibilities that may be realized by utilizing the postoffice department as a *sales agency*. Every letter carrier in the United States, whether city or rural, is a potential *representative* for every concern or individual having goods or services to sell—yourself included. Every postman is ready to call on your prospective customers in your behalf, as often as you say the word, and at a cost of only a penny or a few pennies per call. It is the cheapest and most profitable "representation" you can buy.

Add Uncle Sam's letter carriers to your selling force,

ting directly to the winning of the war—by releasing salesmen for military duty; by increasing the efficiency of the salesmen who remain at work; by cutting distribution costs for the benefit of advertisers and consumers alike. Every "call" made by means of a Catalogue, Booklet, Folder, Mailing Card or letter instead of by a salesman, means a substantial saving of fuel, labor and transportation equipment.

When selecting the paper for your Direct Advertising, bear in mind that BUCKEYE COVERS, the largest selling brand of cover papers in the world, are more extensively used by printers and advertisers than all other brands combined. They lead because they pay. They are the best papers you can buy.

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This plan for catalogue curtailment as a contribution to the general effort for paper conservation was worked out at a conference at Washington last week. Representatives of the leading mail-order houses met with Chief Donnelley, of the Pulp and Paper Section of the War Industries Board. The schedule of restriction, as agreed upon, is applicable specifically, of course, only to the mail-order houses that were represented at the conference and others of their class. However, the supposition in official quarters at Washington is that the plan worked out will be accepted as the "recommendation" of the War Industries Board by all the smaller users of catalogues and similar trade literature.

With respect to advertisers who make use of catalogues, and yet, in point of paper consumption, etc., are not at all in the class of the big mail-order houses, the attitude at the War Industries Board is very similar to that assumed with reference to publishers of house-organs. As has been pointed out in PRINTERS' INK, the War Industries Board without calling any conference of the users of house-organs has let it be known through private correspondence that it thinks that a cut of 25 per cent in paper consumption will be about right as the contribution of these private advertising mediums to the cause of paper frugality. If the house-organ men take the hint in the right spirit there will proba-

bly be no council of war and no issuance of formal orders. A similar course is to be followed with small catalogue users. If they just naturally fall in line behind the large mail-order houses in the matter of catalogue compression they will probably be spared any formal summons from Uncle Sam. On the other hand, if it should appear that the small catalogue users are failing to economize while the large houses are obeying the letter and spirit of the new order, some means will have to be found for lining up the smaller advertisers.

SUDDEN CUT IS IMPRACTICABLE

It was the idea at Washington before the mail-order men arrived that a curtailment order stipulating a cut of somewhere between 15 and 25 per cent on catalogue papers could be put into effect as soon as agreed upon. However, the spokesmen for the mail-order houses pointed out at the conference that a sudden slash if not impracticable would at least be attended with loss and inconvenience to catalogue publishers by reason of the fact that most of the houses have already provided paper stock, plates, etc., for their forthcoming catalogue issues. In every instance paper, etc., for the 1919 spring catalogues has been ordered and in not a few cases printing has been started.

In view of these circumstances it was, after extended discussion, agreed that for the time being the cut would be only 10 per cent—the percentage being doubled up later. Specifically, the 10 per cent curtailment in tonnage is for the six months from October 1, 1918, to March 30, 1919. The 10 per cent is to be figured on the tonnage used in the corresponding period of 1917-18.

After the expiration date next spring curtailment will be at the

A good-sized city of
40,000 people comes
into Brooklyn every
year.

That's growth.

The newspaper of
largest circulation in
Brooklyn is The
Standard Union.

That's growth, too.

rate of 20 per cent computed on the basis of the tonnage actually used in the six months' period, respectively, October 1, 1917, to March 30, 1918, and April 1, 1918, to September 30, 1918.

The general catalogues will be figured upon the total season's issue regardless of whether printed within the six months' period or not.

There is emphasis by the War Industries upon the fact that this agreement is based upon present conditions and that the Board does not guarantee its maintenance.

As it has worked out, the body at Washington allows to each catalogue user a free hand in working out the paper curtailment required of him—a much greater latitude, indeed, than had been anticipated in some quarters. When the Pulp and Paper Section, early last July, sent to mail-order houses a questionnaire covering general catalogues, seasonal catalogues and flyers the impression was created, from the queries put, that the officials at Washington might have it in mind to suggest to advertisers just how they go about catalogue readjustment. For example, there were questions as to how many general catalogues were to be sent this fall to "customers" or upon request and how many were "sent to others." Inquiry was made as to whether lighter weight stock and cheaper grades of paper might not be used for flyers and regarding paper used in other advertising literature.

As a result of the consideration of the problem in conference, however, there will be no attempt on the part of the Government—at least not at this time—to dictate to any advertiser how he shall use or apportion the paper stock that is his rightful allotment under the curtailment. That is to say, if an advertiser chooses to keep his catalogue at normal size, but to curtail circulation to take up the slack of 10 or 20 per cent, Washington will not interfere. No more will it meddle if an advertiser prefers to amputate a section of his cat-

alogue rather than skimp his mailing list. It was stated by some of the mail-order men that they proposed to eliminate entirely the issuance of monthly flyers, and Uncle Sam will accept this as a solution to the extent of the paper tonnage saved. However, the Governmental influence is thrown on the side of lighter and cheaper papers wherever possible.

Mail-order houses were represented at the conference at Washington as follows: The Catalogue House, by R. Benson; Larkin Co., of Buffalo, by H. M. Estey; Chicago Mail Order Company, by H. M. Schnadig; Montgomery Ward & Co., by Henry Schott; Sears, Roebuck & Co., by Irwin S. Rosenfels; Charles William Stores, by O. E. McIntyre; the National Cloak and Suit Company, by A. L. Lynn; Butler Brothers, by G. W. Weber, and John E. MacLeish; Perry Dame & Co., by C. C. Miller; the Seed Trade Association, by F. W. Bolgiano, president; M. W. Savage Factories, Inc., by Wood Jones, of Minneapolis; Spiegel, May, Stern & Co., and Martha Lane Adam, by E. L. Swikard, of Chicago; and Straus & Schram, by L. J. Solomon and Elmer Richards, of Chicago.

As a sequel to the catalogue cut, the Pulp and Paper Section of the War Industries Board will now take up the curtailment of the use of stock in calendars. Whatever contraction is agreed upon will, of course, be initiated with the 1920 calendars, the manufacture of 1919 calendars having been completed or so far advanced that no readjustment is practicable. A general meeting of calendar printers and advertisers to consider the situation will be held in Chicago on September 30. As a prelude to that, Chief Donnelly, of the Pulp and Paper Section, will meet in Washington on September 26 a small committee of representative calendar men. It is expected that following the Chicago meeting a delegation of the calendar men will return to Washington and that whatever plan is worked out will be promulgated as an official order.



Your Sales Representatives —Covering the Entire U. S. A.

Good salesmen are hard to get, transportation is expensive and uncertain, hotel tariffs are being increased—yet *some* firms are steadily and successfully refusing to allow their selling costs to climb. Many are reducing them—selling more goods and selling them at lower costs per sale than ever before. Their method is neither secret nor difficult to follow. It is easy and simple. It consists in replacing or supplementing your salesmen with *postmen*.

Advertisers are only just beginning to perceive the enormous profit possibilities that may be realized by utilizing the postoffice department as a *sales agency*. Every letter carrier in the United States, whether city or rural, is a potential *representative* for every concern or individual having goods or services to sell—yourself included. Every postman is ready to call on your prospective customers in your behalf, as often as you say the word, and at a cost of only a penny or a few pennies per call. It is the cheapest and most profitable "representation" you can buy.

Add Uncle Sam's letter carriers to your selling force. Use more Direct Advertising, helping the country while you help yourself. Direct Advertising is contribu-

ting directly to the winning of the war—by releasing salesmen for military duty; by increasing the efficiency of the salesmen who remain at work; by cutting distribution costs for the benefit of advertisers and consumers alike. Every "call" made by means of a Catalogue, Booklet, Folder, Mailing Card or letter instead of by a salesman, means a substantial saving of fuel, labor and transportation equipment.

When selecting the paper for your Direct Advertising, bear in mind that BUCKEYE COVERS, the largest selling brand of cover papers in the world, are more extensively used by printers and advertisers than all other brands combined. They lead because they pay. They are the best papers you can buy, regardless of price, for all your advertising that can be printed on high-grade cover papers. A comprehensive and convincing assortment of "Proofs" will be sent free of charge on request.

THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
In Hamilton, Ohio, since 1848

Dealers in all Principal Cities

Member Paper Makers' Advertising Club

Publishers Must Heed Paper-Saving Orders

Penalties Will Be Forthcoming if Publishers Fail to Observe Request of War Industries Board to Suspend Returns—Only One Publisher Has Thus Far Been Disciplined.

UNLESS it be a case where the wish was father to the thought, officials of the War Industries Board are at a loss to explain the origin of the report that there has been cancelled or modified the rule requiring publishers of newspapers and magazines to suspend "returns." This requirement has not been abolished or amended. Nor have any of the other orders designed to promote paper conservation been rescinded. What is more, they are not likely to be.

If there is any change, it will be more apt to be in the direction of a stiffening and extension of the requirements for paper economy. The paper situation, as the officials at Washington see it, is getting worse instead of better. They do not contemplate the immediate prospect of requests upon publishers for further sacrifice, but the paper-saving campaign is about to be broadened to encompass all the retail stores of the country, a task of such magnitude that it would not be undertaken if the need was not urgent.

At conferences of publishers and under other circumstances, Chief Donnelley, of the Pulp and Paper Section of the War Industries Board, has a number of times been asked what penalties, if any, attach to offending publishers who fail to obey the orders of the War Industries Board for curtailment of paper consumption. Answering such leading questions, the head of the Paper Section has always chosen to say, diplomatically, that the Board prefers to believe that all publishers will cooperate willingly with the Government in its present effort so to arrange matters that the country can

eke out on a shortened paper supply.

The reason that this official has avoided giving particulars as to penalties is that to give such particulars would defeat the object of the penalization scheme by forewarning the negligent publisher and allowing him to accumulate supplies of fuel and paper. From this it may be surmised in a general way what punishment the War Industries Board relies on. As an official said to **PRINTERS' INK**: "It all goes back to the question of the transportation of coal," but presumably it would seldom be necessary to go to the source to shut off the paper supply of a publisher who persisted in ignoring the economy rules of the War Board. The paper mills of the country are too dependent upon the good offices of the War Industries Board for other supplies than fuel to ignore its requests when making deliveries of paper stock.

TROUBLE IN STORE FOR PUBLISHERS WHO DISOBEY

To date there has been only one instance in which the War Industries Board has found it necessary to discipline a publisher and the officials do not care to enter into details as to that case. However, there may be others before long. An investigator of the War Board staff is now at Newark, N. J., making a first-hand investigation of a situation that is represented to be particularly flagrant. Free sampling is reported to have been carried to extravagant lengths by such methods as the distribution of copies in automobiles standing at the curb. In another Eastern city a newspaper publisher has scrupulously observed the rules for reduction in the size of his paper, but is reported to be bringing pressure to bear upon newsdealers to take more copies than they can sell. War Industries officials realize that no man likes to play informer, but the Board expects publishers to "police" their industry just as business men in other lines are doing.

F o r A Try-Out

There is nothing that will equal Poster-advertising in quick action and economy. There is absolutely no waste circulation and you don't have to put up or pay for one Poster more than your actual necessities demand.

Start small. Get distribution for your product in one locality and then stage a try-out campaign in that territory. The try-out campaign will speedily disclose whether your product appeals to the public or to the retail dealer. If it does, you can gradually expand your advertising. If not, you can search out the reason. Let us show you how we can help you. Let us explain just where and how our assistance is different.

IVAN · B · NORDHEM CO ·

*Poster Advertising in the
United States and Canada*

8 West 40th Street - New York City

Bessemer Building, Pittsburgh, Pa.

Offices in Buffalo, Kansas City, Minneapolis, Cleveland

Canadian Representatives

THE WADSWORTH-NATHANSON CO.

504 C. P. R. BUILDING

TORONTO

An Advance Proof of T

Business in War Time

No. 14: The Government's Use of Advertising
ADVERTISING, BY THE UNITED STATES GOVERNMENT, ADVERTISING, FROM COLLECTED



When the Senate of the United States met in 1917, it was the first time since the Civil War that a majority of the members of the Senate had been born after 1865.

THERE is a widespread impression among advertising men that official Washington does not approve or understand advertising as a business, and not only among advertising men.

Just the other day a Government official wrote me: "We have constantly preached the doctrine that official advertising; and you do not understand official Washington; and that there must be developed a better basis of getting together."

And not long ago there was quoted in "Printer's Ink," which is the accepted organ of the advertising business, a man who is connected with an important group of industrial leaders, who said: "The principle of modern advertising has been effectively adopted, and the advertising industry in America, created and reared by industry in America, has been effectively utilized to the benefit of the Government and the people and the successful exploitation of the business of the Government. And yet government in the United States, as its relation to industry has become more sensitive, does not express the same acceptance or even understanding of the fundamental principles of advertising, nor does it appear to view the function of advertising as a necessary necessary for employment by our merchants and manufacturers in the exploitation of their business."

Yet here at Chicago we feel that this impression must be mistaken, the feeling of official Washington toward advertising cannot have been correctly gauged. How can Washington continue to misinterpret advertising when the Government itself is advertising by far the largest user of advertising in the country? President Wilson, it would seem, understands and is appreciative of what advertising has done for business. When the Associated Advertising Clubs of the World held their convention in San Francisco in July he sent them a telegram which

said in part: "I realize how squarely and spontaneously the advertising men of the country have stood behind the war. I want in particular to bear witness to the service which advertising has rendered in directing the production of the war through what it has done for the sale of Liberty Bonds and War Savings Stamps, and in behalf of subscription funds for the Red Cross and other forms of service."

Every one among my one hundred and ten millions who read must realize for himself what advertising has done for the cause which the President mentions. Millions of dollars' worth of advertising space has been given—given, mind you!—to the public, the success of investing in Liberty Bonds and War Savings Stamps, in contributing to the Red Cross and the Y. M. C. A. and innumerable other war charities. Advertising has carried their message for heroes of the sphere of influence of the officer's tongue and the military band's crashing appeal.



A Liberty Bond or War Savings Stamp is a national security measure.

The Government has not paid for this space, nor has it been subjected by the Government. It has been paid for by certain merchants and manufacturers who have paid the publisher of the magazine or newspaper in which the space has been used, in a great many cases the space has been donated by the publisher himself.

And in considering this, dismiss the erroneous impression which comes from supposing something which costs him nothing. Some people are still rather against when they hear that the insertion of a single page advertisement in one issue of a magazine costs a thousand or three thousand or five thousand dollars. They point of view is not focused correctly upon the subject. They look upon it in the light of a single page because that is the evidence before their eyes. But the analytical way to look upon it is that this single page is reproduced one hundred thousand times, a million times, ten million times, and distributed nationally. The margin between the cost of doing this and the price asked for doing it is exceedingly small.

The Government has used advertising

for many purposes not so well known as those previously mentioned.

An advertising campaign was carried on in California and Oregon to locate small deposits of chrome ore, an invaluable alloy used in making a particularly tough steel for airplane engines and other war essentials.

Another need of the airplane—for the oil of the motor—was supplied by an advertising campaign to the farmers of Florida inducing them to plant castor beans—a thing which they had never done before.

The Food Administration has advertised the conservation of food.

The Government has recently conducted a campaign to get people to hold their Liberty Bonds as well as buy them.

Campaigns of education were run to instruct draft registrars, other campaigns to combat German propaganda with American propaganda, certain German lies which might work harm in the favor of the nation were exposed and rendered harmless through advertising: special classes of skilled labor—for shipyards, for munition plants—were secured through advertising.

It is safe to say that there is no public branch of the Government's activities which has not been made thoroughly familiar to the nation—through advertising.

It is the Government's use of advertising which has proved, as nothing has had the opportunity of proving before us, such a vast asset in such a vitally important cause.

It is the value of advertising in disseminating information, in uniting national opinion, in arousing national response. Advertising during the past twelve years has come into its own in the service it has rendered the nation.



A Liberty Bond or War Savings Stamp is a national security measure.

"Stand back of them with Liberty Bonds"

of This Page Is Being Sent You

It is the "Business in War Time" page which will appear in the October 5th Collier's.

Its title is, "The Government's Use of Advertising," and it is the best argument on the value of advertising that has appeared in the "Business in War Time" series.

These pages are getting the attention of the right people.

Edward N. Hurley, Chairman of the United States Shipping Board, wrote us in regard to the "Business in War Time" page which dealt with export trade:

"This is the sort of reading matter which will lay the issues before the American people and help secure the national teamwork needed to meet our after-war responsibilities and opportunities."

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

"Stand back of them with Liberty Bonds"

Baltimore—City of Big Pay-Rolls



Bird's-eye View of Downtown Baltimore looking East toward B. & O. Building, Munsey Building and others

WHAT do the pay-rolls of Baltimore amount to? Baltimore bank officials estimate that the *additional* pay-rolls in this city, brought about by increased activities in munitions making, shipbuilding and other necessary war requirements, will at present reach from \$1,500,000.00 to \$2,000,000.00 weekly. Charles C. Homer, Jr., president of the Second National Bank, of the Baltimore Clearing House and of the Savings Bank of Baltimore, says it is an estimate well within bounds.

The spending of this amount is reflected in the increased business of Baltimore merchants. The enormous circulation increases of The Baltimore NEWS—particularly The Sunday NEWS—and the fact that circulation increases of any great magnitude in Baltimore are peculiar to The NEWS alone, indicates beyond question the paper to use if your product appeals to a highly-paid class who are exercising the desire and ability to spend freely and live well.

The Sunday NEWS is the only Sunday afternoon paper in Baltimore. So much in demand are its exclusive afternoon Associated Press dispatches, war correspondence, local news, editorials, etc., that Sept. 1—15 inc., 1918, and under a 100% increase in selling price, The Sunday NEWS net paid average circulation showed a gain of 42% over Sept. 1—15 inc., 1917.

For More Maryland Business CONCENTRATE in

The Baltimore News

The Fastest Growing Baltimore Paper

NET PAID AVERAGE CIRCULATION SEPT. 1—15 INC.

1918	110,597 Daily	109,962 Sunday
1917	89,962 Daily	76,969 Sunday
Gain	20,635 Daily or 23%	32,993 Sunday or 42%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

A Fair Profit and the Arizona Plan

Marking the Wholesale Prices on Goods Would Create Tremendous Agitation—Some Things Consumers Wouldn't Take Into Consideration

By J. R. Sprague

IT is a trait of human nature to believe things are much better way off somewhere. Merchants in Tyler, Texas, complain that their townspeople go to Dallas to spend their money, when they ought to spend it at home. Dallas merchants are continually worried at the amount of Dallas money which goes to St. Louis. And in St. Louis it is a big job to keep the moneyed people from doing their trading with the storekeepers on Fifth Avenue, New York City.

Home town people everywhere seem to have an idea that merchants in other places are somehow more up to date than the local business men, and sell things much cheaper.

The State of Arizona is so impressed with these things that it is about to take matters into its own hands. Beginning October 1 every retail merchant in Arizona must plainly mark every piece of merchandise with the retail selling price, and also the wholesale, or cost price. Arizona folks are about to learn just how much the storekeepers have been profiteering on them all these years.

Talk about retail profiteering is not confined to Arizona. It has been a burning question everywhere since the war began to send prices skyward. It is a burning question with national advertisers.

In a cantonment town in the South there had been constant complaint of high retail prices. Soldier boys said every merchant along Main street raised his prices the moment a man in uniform entered his store. Civilian customers growled among themselves that the retailers were a bunch of grafters who raised prices because the coming of the soldiers had doubled the population of the town, and they had the public at their mercy. The most well meaning storekeeper in town,

returning from work on a Liberty Bond or Red Cross committee, might at any time enter his store to find things in turmoil on account of some indignant customer protesting at the prices asked, and demanding to meet the grafting proprietor face to face.

There were so many complaints that at last the chamber of commerce advertised that it would welcome any charges against local business men, and see that any irregularities were adjusted. A committee was named, composed of three leading citizens, and an equal number of army officers, to act as a jury in any case of profiteering.

ACCUSATIONS OF PROFITEERING

The complaints were varied. One charge was against a clothing firm which had asked 25 cents for a man's collar. The complainant stated that he could buy the same make of collar in any other town at exactly half that price. A soldier boy alleged that he had been charged 7 cents for a package of cigarettes which had sold for a nickel in his home town ever since he could remember. A lady appealed to the committee to make a jeweler refund the \$30 which she had paid for a wrist watch some weeks before, because a friend had told her she could get it cheaper by sending to a Chicago mail-order house. She added that she was tired of a wrist watch anyhow, and believed she would rather spend the money for a fur boa.

An army officer—yes, a real officer with gold hat cord, leather puttees and everything—made a written complaint against the proprietor of a watermelon stand, alleging that he had been charged 10 cents for a slice of watermelon which was less than two inches thick, same being carefully and

accurately gauged by a tape measure which the officer carried in his pocket.

All of these complaints are on file in writing at the office of the chamber of commerce of the cantonment town in question. Of the first twenty complaints only one might have been considered a case of profiteering. A soldier had bought a plated watch chain at a pawn shop and had really been charged an exorbitant price for it. The chain, however, was of a widely advertised brand, everywhere sold in first class stores at a uniform price, so the pawnbroker, caught red handed, was compelled to refund the amount overcharged.

In spite of the fact that the vast majority of profiteering complaints proved upon investigation to be baseless, citizens felt the reputation of their town might be impaired, and a mass meeting of citizens of all classes was held to consider the matter.

At this meeting a professional man proposed a remedy. "Most of the complaints are made by army people," he said, "and that reflects on our patriotism. Our merchants may, or may not, be charging too much for their wares. But I won't discuss that. What we are most concerned with, is the necessity of saving the reputation of our city. What I propose is that our merchants shall give a 10 per cent discount to all persons wearing the uniform of the United States Army."

To many of those at the meeting the professional man's proposal seemed rather reasonable. But fortunately for the merchants, one of the leading bankers of the town was present. "I am in position to know a good deal about the inside of retail merchandising," said this banker, "because my institution handles the accounts of a great many retailers. The gentleman's discount plan would not work. I speak from personal knowledge when I say that *not one merchant in fifty makes 10 per cent net profit on his total sales*. When, therefore, you propose to compel a merchant

to give a 10 per cent discount to any class of people you are compelling him to sell his goods at a loss. And if carried to its logical conclusion there would come a time when there would be no storekeepers in our town at all, because every one of them would go bankrupt."

The 10 per cent discount idea was not adopted. Instead, it was decided to appoint a vigilance committee to watch for any cases of overcharging that might occur, and enforce a stern boycott against any storekeeper guilty of such action. So far this has worked well. Frequent stories are carried in the local newspapers regarding the efforts of reputable merchants to keep down prices, and far fewer complaints are made than formerly because the public is convinced that the local people are trying to give them a square deal.

WHY IT IS IMPOSSIBLE FOR MERCHANTS TO PROFITEER

All this has direct bearing on the plan adopted by Arizona, compelling every retail merchant to mark all merchandise with both cost and selling price, so customers may see how much profit they are paying. The writer has recently traveled throughout a large portion of the United States and has everywhere heard that retailers are taking advantage of war time conditions to advance their prices. When the complaints are simmered down it nearly always appears that the complainant believes conditions in his own town are worse than anywhere else. The man who had to pay 25 cents for a collar in the Southern cantonment town believes that the haberdasher back in Rochester, N. Y., where he used to live, is still selling them two for a quarter.

Now the question arises—*are retail merchants really profiteering?* The writer says unhesitatingly they are not. And a very good reason why they are not profiteering is because they can't. This is not saying that some merchants would not like to profiteer.

But the laws of the game are against them.

A Government expert who had been engaged on a campaign to rid one of our large cities of its plague of rats, recently made a very striking statement. "Rats, or any other pest," he said, "invariably increase to the utmost limit of the food supply."

This statement applies to business men as well as rats. There is no longer any frontier in the United States. Men who are thinking of going into business cannot go out West somewhere and find a town where there will be no competition in their line. Every town in the country is supporting just as many business houses as there is a living for. Some, by extra efficiency, get along well and make money. But every year some others drop out of the running.

Now let us see how things would work out if merchants in every line were compelled to take the public into their confidence and tell them what their goods cost at wholesale. A line which sells very rapidly can, of course, be retailed at a very much smaller profit than a line which sells slowly. And, contrary to general belief, goods which are necessities do not always move rapidly. Crockery and furniture are two lines of necessities which not only move slowly, but from their nature are expensive to handle, and therefore must bring a large margin of profit.

A state convention of retail merchants was recently held in a middle Western city of something over a hundred thousand population. One evening after the sessions of the day were over a number of the delegates were sitting around their hotel, and one of them remarked that there was no exclusive crockery store in the city, adding that someone was evidently overlooking a good thing.

A man in the group spoke up. "I live here," he said, "and can tell you about the crockery store business, because I lost some money in that line myself. Dur-

ing the past seven years three retail crockery stores have started in this city, and each one of them has gone broke. And the reason they went broke was because they did not have the nerve to charge enough profit.

"You gentlemen doubtless know," the speaker continued, "that the retail crockery dealer must get a long profit on account of breakage, heavy freight charges and similar expenses connected with the line. But you will probably be surprised at the actual figures.

CUSTOMERS WOULD BE UP IN ARMS,
IF THEY KNEW THIS

"A retail crockery dealer to come out whole must add 20 per cent to the invoice cost of an article and then double that sum for his retail price. For example, a set of dishes comes into his store, costing wholesale \$10. He adds 20 per cent to that, which makes \$12. He doubles that amount, which comes to \$24. And he has absolutely got to get \$24 for that set of dishes or he will be doing business at a loss.

"As I said, three crockery stores have gone broke in this town because they did not realize how much it cost them to do business. Very likely some other man will tackle the proposition, and it can be made to pay if he charges a living profit. But meanwhile the local people have to pay even more than the figures I have quoted, because whenever they want to buy a piece of nice china they have to send out of town for it, and pay heavy express charges."

It may be presumed that this man knew what he was talking about, and that a margin of more than 100 per cent is necessary in the retail crockery business. But what chance would a storekeeper have with a frugal woman customer when his sales talk had to run something like this: "Here is a beautiful dinner set, Ma'am, in the very latest decoration. It actually cost us \$10; but I can let you have it today for the very low price of \$24?" Would the lady tell the neighbors that the crock-

ery man was a grafter? She would.

If the plan of marking wholesale cost were to be carried out thoroughly it should of course apply to every one who sells anything for money. Take the case of a lawyer, for instance, who does a piece of legal work and renders a bill of a hundred dollars for it. His cost would probably be something like \$5.35, which he would have expended for typewriting and buying a lunch for a good witness. But it might be contended that there is no similarity between the business of lawyering and that of storekeeping. One sells services and the other sells merchandise.

In some lines of retailing, however, the dealer sells both merchandise and service. There is a high grade American gentleman's watch which costs the dealer \$50 and retails for \$75. That looks like a pretty nice profit on an article which is not expensive to handle, like crockery or furniture. But when the dealer sells one of these watches he is not through with it by any means. He must give service on it for a year. During that time if the mainspring breaks he must replace it without charge. He must spend his time every few days in regulating the timepiece, because it takes months to get a fine watch adjusted to the owner's habits. And so, at the end of a year, the \$25 profit which the dealer apparently made has dwindled down to \$5 or \$6. But it would be hard to make a customer see it that way who was getting ready to spend his hard earned money.

PREDICTED THAT AGITATION WILL BE WIDESPREAD IN ARIZONA

The plan adopted by Arizona, the newspapers say, is being watched by the Washington Government with interest. It is hoped that the measure will "allay agitation and restore public confidence in retail merchandising."

But won't it work just the other way? Any man who has ever sold goods at retail can imagine what real, sure enough agitation will

take place when a customer looks at the tag on a wardrobe trunk and sees the wide gap between cost and selling price. And to look at a similar tag on a dining room table would certainly destroy any confidence in retail merchandising that such a person ever possessed.

But such margins have to be maintained if a storekeeper is to stay in business. *There is an average profit on every line of merchandise which has been found correct by years of experience, and the success or bankruptcy of ten thousand merchants.*

Retail profits adjust themselves automatically. All the storekeepers in a town might illegally get together and raise their prices 5 per cent. But before the end of the month some merchant in a nearby town, hearing of it, would open a branch store in their midst with prices at the proper level and take all their business away.

The laws of the Medes and Persians have nothing on the laws which inexorably dictate the percentage of profit which a storekeeper may put on his goods.

If he puts on too long a profit his competitors cut under him and he goes broke from lack of patronage.

If he puts on too short a profit he goes broke through the activities of his creditors.

Changes on Curtis Circulation Staff

M. E. Douglas has been appointed manager of the circulation department of the Curtis Publishing Company, Philadelphia. R. L. Flanders has been advanced from the Boston circulation branch office to manager of the sales division of the department, and P. J. Kelly, formerly Connecticut superintendent of agencies, has been placed in charge of the Boston circulation office.

Harry W. Ford Gets a Commission

Harry W. Ford, formerly president of the Saxon Motor Corporation, has been commissioned Captain in the Motor Transport Corps.

George A. Robson, formerly with the advertising department of the Chalmers Motor Company, has joined the *Saturday Night Press*, Detroit.

"One poor scene spoils the show"

In a letter from the Executive Manager of the Associated Advertising Clubs we find the following interesting and profitable thought:

"If the advertisements of ten of your clients were highly interesting, but if ninety other advertisements in the same publication were decidedly uninteresting and unattractive then the 90% would hurt the 10%.

"In other words, it is only because advertising, as a whole, is attractive, instructive and helpful, that its power is so great."

This explains why the advertising pages of responsible specialized business publications have such a powerful hold on and secure such close attention from their readers.

The bulk of the advertising in them has a direct business interest for nearly every reader. An interest which is unforced, legitimate and natural.

One of the cardinal principles of our business is to carry no advertising which is not germane to the field served by the publication

McGraw-Hill Publications

Members of Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars**

Power

Coal Age

American Machinist

Electric Railway Journal

Engineering & Mining Journal

Annually

Electrical World

Electrical Merchandising

Engineering News-Record

Chemical & Metallurgical Engineering

talking "plain Jane"

*On striking the balance
in copy democracy*

A.W.D.

will probably never be called upon to direct the advertising of ladies' cigarettes or men's chamois-topped shoes. So it seems perfectly safe to talk about his hobby.

Namely: "Say it in plain Jane language." This is the advice he gives most often to B-R copy men.

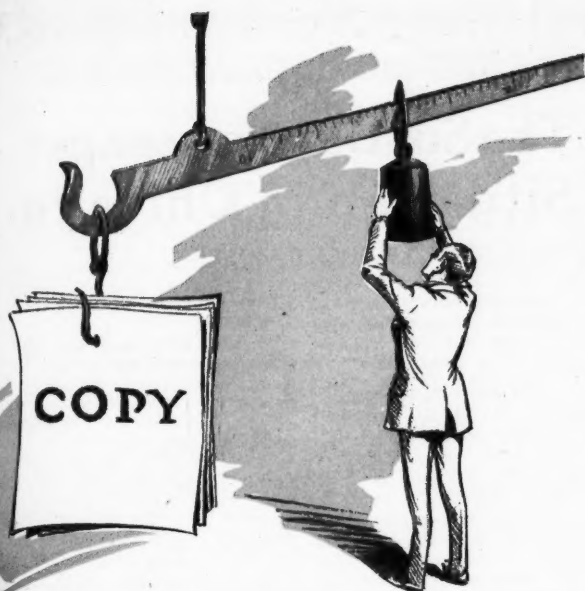
This is A. W. D.'s protest against the throaty voice found in much advertising—the putting on of grand manners when calling on an average family.

A. W. D. does not for a minute forget the worthiness of his mission when he visits "plain folks." But he never tries to appeal to their imagination with multi-cylinder words nor awe



Blackman-RosC

ADVERTISING 95 N



them into action by flourishing
a yellow walking stick.

A great deal of advertising
has either too little democracy
in its manner or too much.
A. W. D. is trying with all his
might and main to strike the
right balance between the two
extremes.

On OCTOBER 10th

"*Saved: A Business Year*"

os Company New
York
RTISING 95 MADISON AVE.

(This is the eleventh of a series of intimate discussions of *The Chicago Daily News* by Mr. Moses. The twelfth will appear in an early issue.)

The Six-Day Newspaper Situation in Chicago

By BERT MOSES

Many men who measure and weigh advertising with scrupulous care take what can be called "a six-day viewpoint."

That is to say, they seek out those evening newspapers which so completely cover their their local field during week days that seven-day advertising is unnecessary.

There are many general advertisers, as well as local, who do no advertising whatever on the first day of the week, and the list grows as conditions are more closely analyzed.

The war is sifting out the unnecessary, and business is going more and more to those six-day papers which fully cover the local territory in which they circulate.

All advertisers, whether they favor the six-day or the seven-day viewpoint, may well give close heed to the six-day situation in Chicago.

The Daily News, with a daily average circulation for the first six months of 1918 of 379,481, sells 94% of that circulation in Chicago and its immediate suburbs.

Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of *The Chicago Daily News*, and said, among other things:

"I want you to authorize me to write a series of advertisements for *The Chicago Daily News*. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real *Chicago Daily News* is pictured in type to the public as it actually is.

"*The Daily News* is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me. * * * When I get through writing this series I am sure you will better understand *The Chicago Daily News*. As a matter of fact I want to introduce Mr. Lawson to his own child. Now, then, what do you say?

And Mr. Woodward said: "Go to it!"

The next paper sells but 64% in Chicago and suburbs.

And the third paper sells but 77% in the same area.

The three other papers comprise a group of so much less circulation as to be altogether outside this comparison.

The Daily News thus conspicuously dominates the six-day situation in the city of Chicago.

There is no other way to reach so many Chicago people in one single medium that in any degree equals *The Daily News* way.

Its circulation doesn't scatter.

It is focussed in one city, and that city is the great city of Chicago.

It spreads advertising thick, and thus saves an advertiser that keen disappointment that so often results when advertising is spread thin.

In *The Chicago Daily News* an advertiser can deliver six massed attacks a week, which is ample, because a breathing spell is a good thing in advertising as well as in all other things.

If I were asked to give one dominant reason why *The Chicago Daily News* rises so conspicuously above all competition, my answer would be about like this:

"Because its readers have confidence in it."

Cleveland Heating Engineers Combine in Co-operative Advertising Campaign

An Effort to Get New Business From Old Buildings

By Charles Kaye

ONE springlike day last December we were quietly chuckling over the salubrity of our Cleveland climate and the fact that the monthly heating bill would be way below what we had estimated.

Then over night the temperature dropped fifteen degrees. (It's lovely to type this while my moist fingers cling to the keys of my Corona!)

"Charles," shivered Mrs. Kaye about 2 A. M., "for the love of michaelangelo, trot down and turn on the gas. Some spook must have turned it out."

So I prepared to trot. One peek out the frosted windows told me that a real old-fashioned Lake Erie blizzard was raging. So donning my heavy coat and muffling up to my eyebrows, I descended the creaking stairs to the basement and by the aid of my Daylo discovered that while the flame had not blown out, only the tiniest flicker indicated that the furnace was still doing business.

Then suddenly it dawned upon my sleepy brain. The long promised gas shortage had arrived.

It should be explained that most homes in Cleveland burn natural gas which is piped all the way from the gas wells of West Virginia. Many furnaces are equipped to do double service; burn gas and when occasion arises can be adjusted to burn coal.

But like many others we had disregarded the solemn warning of The East Ohio Gas Company and failed to lay in our accustomed supply of coal. Moreover, it was questionable whether the coal-burning apparatus of the stove was in proper condition. So when the gas shortage arrived we had either to stay in bed or cuddle around an oil stove.

Although in the heat of summer such things as coal shortages and gas shortages sound very remote, a campaign has been running in the Cleveland newspapers for some time conducted by the East Ohio Gas Company to urge people to arrange auxiliary heating appliances. Closely linked with this campaign is a series of newspaper ads inserted by the leading heating and plumbing contractors to impress upon homeowners and owners of factories the importance of checking up one's present heating equipment and seeing that it is adequate to the peculiar demands of the situation.

Back of this campaign is not only the idea that conditions make a warning of this kind particularly appropriate, but the fact that due to depression in building operations there has been a scarcity of work for the heating and plumbing trades in Cleveland, and this campaign is one of the proposed solutions for reviving the activity in these lines.

A careful survey of the situation in Cleveland indicated that natural gas is used largely as fuel by householders and that many houses are equipped to burn it exclusively. On the other hand a large percentage of the bigger buildings burn coal and are equipped to burn coal only. Then, too, many of the heating plants in Cleveland—it is estimated at least one out of three—are defective and wasting from 15 to 40 per cent of the fuel burned.

It is recommended that where provision is now made for the use of only one kind of fuel, gas or coal for instance, an auxiliary boiler should be installed so that either coal or gas can be used, as

necessity may dictate, thus facilitating the conservation of coal as long as plenty of gas is available. Should the gas supply then run short the consumer can fall back to coal and vice versa. Here is a sales argument that should appeal to the houseowner. He can also be told through newspaper advertising and sales letters that, where a heating system is defective and is wasting fuel it should

traffic, scarcity of material and labor, it will be a question if any great part of this overhauling can be handled satisfactorily or profitably.

While the copy may at first glance sound somewhat of an alarmist appeal, something radical is required to arouse the average householder from his indifference during the summer to problems which are likely to beset him in

the winter months to come. "How to Save Fuel" was the title of one of the early advertisements and the text indicates the general style of copy with which the message is being presented.

To the Owner of a Steam or Hot Water Heating System

How to Save Fuel

The Government, the coal producers, and the gas company are warning you now that fuel will be more scarce next winter than it was last, and you are being urged to save fuel—both as a matter of self-protection and as a patriotic duty.

Saving fuel does not mean doing without heat or suffer for lack of it.

It means utilizing all the heat

your plant produces.

Are you doing this—in your home—in your office—in your factory?

Do you know whether you are or not?

It is your duty to find out.

Competent authorities estimate that one out of every three heating plants in Cleveland is wasting from 15 per cent to 40 per cent of the fuel burned because of faults, many of which could be easily and quickly corrected.

Some Common Faults That Waste Fuel

Leaky valves, or clogged valves.

Too much radiation for the size of the boiler, making forced firing necessary.

Improper chimney construction, or

Your Heating Problem and Its Solution

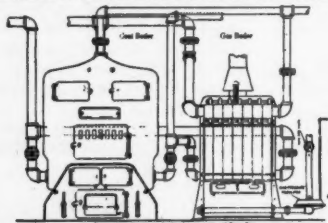
HUNDREDS of dollars are being spent by the Gas Company these days to burn you of a much greater gas shortage the coming winter than the one last winter, which was bad enough. Are you heeding this warning? The National Coal Association has issued a bulletin, the gist of which is this: Another coal shortage far more serious than the one of last winter is inevitable. Will you heed this warning?

Fuel Economy Is the Watchword of the Hour

During the past winter our service of "The scientific theory of heating and ventilation systems, which contains the latest information on heating and ventilating in the profession, were fully applied to the problem of fuel economy through the leading's various electric diagrams throughout the country in connection with the heating of the great metropolitan

city. You may have a perfectly good, economical heating system, equipped for the use of one fuel only, or your resistance to state of fuel economy. With the coming winter will come the fuel shortage, which may render your heating system practically worthless.

There will be fuel only for you to add gasoline to the solution of your problem at that time in the extremely increasing demand for fuel and material is creating a situation that will be very serious by the time cold weather arrives.



The present day, or other, gives the heating system with absolute guarantee of comfort, while still conserving on fuel. It is based on scientific theory and scientific practice, connected to that one will be a solution to one more and one for fuel or oil.

There are many different types of heating systems, and each has its own advantages and disadvantages. The most common types are coal, gas, and oil. Each type has its own set of components and requires a different type of maintenance.

The most common type of heating system is the coal boiler. It is a simple system that can be installed in a home or a small business. It is also the most efficient type of heating system.

The gas boiler is another common type of heating system. It is a more complex system than the coal boiler, but it is also more efficient. It can be installed in a home or a small business.

The oil boiler is the most complex type of heating system. It is also the most efficient. It can be installed in a home or a small business.

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ONE OF THE LARGE NEWSPAPER ADVERTISEMENTS OF THE HEATING ENGINEERS

be overhauled by a competent heating engineer and its faults corrected—new valves installed, pipes covered, larger boiler installed, cracked sections of the boiler mended, temperature control valves put in, etc.

Much of this kind of work is anticipated throughout the country during the year, but unless it begins during the summer months it will be "bunched up," as it were, in the fall and when cold weather sets in. Then, owing to congested

draft regulators not performing their proper function.

Cracked boiler sections temporarily patched up.

Lack of automatic temperature control valves.

Exposed heating mains that should be covered.

Or wrong methods of firing.

Freight rates are going up. Heating equipment of all kinds is getting scarcer every day. Skilled labor will be much harder to secure next fall than it is now.

It is a matter of plain good judgment to call in a competent heating engineer who knows his business and to let him advise you what changes should be made in your heating plant to insure proper heat with less consumption of fuel, and to DO IT NOW.

And remember that there is as much difference between a skillful Heating Engineer and the man who calls himself a "heating man" and makes random guesses at heating problems as between a skilled surgeon and the Indian Medicine Man.

The funds for this campaign were raised by voluntary subscriptions. Each master steam and hot water fitter who wished to become identified with the campaign contributed \$100, and his name was then listed at the bottom of each of the advertise-

ments. The balance of the fund required was contributed by local supply men. The names of no manufacturer or jobber or any trade names of products appear in any of the copy, as this is a campaign to sell "Fuel Economy Service" and "More Efficient Heating Systems."

Ten of the leading master steam and hot water fitters, whose names appear in the advertisements, have agreed to support and stand strongly in back of this movement to stimulate new business from old buildings. The campaign has only been appearing for a few weeks, but so far the various contractors contributing to the general fund report excellent responses. From the first advertisement, for instance, one large contractor told me that he had already received 25 inquiries from people who were actually planning upon new heating equipment, and as the campaign progresses the cumulative value and the arrival of fall will, no doubt, speed up responses.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

The Packaging Problem and Its Effect Upon Advertisers

Scarcity of Tin Having Its Effects—How the Situation Will Be Cared For

DURING the past fortnight the headquarters of the United States Food Administration at Washington has been the scene of a continuous series of conferences of manufacturers with the object of agreeing upon further "reforms" in packaging. Cocoa and chocolate manufacturers, baking powder manufacturers, cracker manufacturers, tea and coffee packers, candy manufacturers, producers of lard and its substitutes, and wholesale grocers who market privately branded goods represent only a portion of the interests that have been in conference. Other groups of national advertisers will be in Washington on similar missions within the next few weeks.

Not a few of the manufacturers who have been invited to Washington recently to sit in at this inquest on modern packages have inquired whether the raw material situation has taken any sudden turn for the worse, that the subject should be pushed to the fore as is now being done. **PRINTERS' INK** asked the same question at Washington and received the answer that for at least six months to come the country faces a very acute situation with respect to the materials that enter into production of a goodly share of the containers used by sellers of foodstuffs. The paper situation is, as most of our readers know, less favorable than in the past. Supplies of tin are likewise inadequate, but the ultra-sensitive spot is found in the shortage of steel. Inasmuch as the average tin container, so called, is perhaps 90 per cent steel, it is obvious that the recognized insufficiency of steel for the coming year's demands is bound to be reflected in the sphere of metal containers.

Under the inter-Allied pooling agreement reached by representa-

tives of the United States, Great Britain, France and Italy, the United States will be allowed about 80,000 tons of pig tin, or two-thirds of the world's entire production annually. However, by reason of the size of the American army in Europe and the fact that it has been decided that there can be no skimping of metal containers in the case of goods destined for the military and naval forces, it follows that there will have to be a deep slash in the allotment of metal packages for the American civilian population.

TIN OBTAINABLE IF NECESSARY

While the Food Administration officials have been working to persuade manufacturers in the classes above mentioned to substitute fibre containers or other alternatives the War Industries Board has had the same general issue up with groups of container manufacturers and has secured agreements that they will curtail their use of tin plate 30 per cent, which means a saving during the next three months of about 150,000 tons of tin plate. Incidentally, it may be mentioned that the newly perfected Government control of the entire available tin supply will mean that national advertisers whose products absolutely require the use of metal containers will be able to obtain the necessary supplies at reasonable prices. Officials at Washington have assured **PRINTERS' INK** that no pressure for conversion from one type of package to another will be exerted upon manufacturers whose products really require metal receptacles. This assurance was given when **PRINTERS' INK** asked what was in store for national advertisers, the flavor or keeping qualities of whose products might be affected by a denial of

A New York Advertising Expert Came Over to Philadelphia

to learn what was new in the advertising situation.

He observingly walked along its business thoroughfares and noted the throngs of shoppers who were keeping the cash registers tinkling.

He went into 53 retail stores and asked some pointed questions, such as:

What Philadelphia paper has the highest standing as a *news* paper?

What Philadelphia paper has the best reputation for its reliability and reader confidence?

What Philadelphia newspaper has the largest following among people of thrift and economy?

What Philadelphia newspaper reaches most people having "buying power"—purchasing ability?

What Philadelphia newspaper is strongest in the 400,000 Philadelphia homes?

What Philadelphia newspaper has the lowest rate per line per thousand circulation?

What Philadelphia newspaper has the largest circulation and goes into most Philadelphia homes?

In each instance the answer was the same—

The Philadelphia Bulletin

DOMINATE PHILADELPHIA, create maximum impression at one cost, concentrate your advertising in the newspaper "Nearly Everybody Reads"

The Philadelphia Bulletin

Net paid average for August

444,351 copies
a day

(Third largest circulation in the United States)

"The Bulletin" is the only Philadelphia paper which prints its circulation figures regularly every day.

New York Office..... Dan A. Carroll, Tribune Building
Chicago Office..... J. E. Verree, Steger Building
Detroit Office..... C. L. Weaver, 11 Lafayette Boulevard



— *and the pursuit
of happiness* —

IT is largely due to the profession of advertising that this nation in its rightful "pursuit of happiness" is better clothed, better housed, better fed, better nourished, better educated and better paid than any other nation on earth — because advertising has spread the desire for a higher civilization to the very farthest corners of the land.

For more than twenty-six years this Company has rendered distinguished service in this civilizing industry, advertising.

**Critchfield
& COMPANY**

CHICAGO

DETROIT

NEW YORK

MINNEAPOLIS

BOSTON

metal containers. In reply it was explained that in cases where a metal container seemed imperative the use of tin would be sanctioned and the manufacturer would merely be asked to do his part for the cause of conservation by cutting out odd sizes and packages uneconomical in form.

The substitution of fibre for metal as a container medium represents, in reality, but one angle of the conservation movement with which the Food Administration's Grocery Division is now busy. Manufacturers are being asked, from the same general motive, to cut out all odd sizes of packages. This new spirit of frugality makes no objection to a distinctive package merely because it is distinctive in size, shape or color, but if a package gains its distinction at the expense of a waste of space in packing cases it will not be looked upon with favor at Washington, so long as railroad transportation conditions are what they are. To illustrate, it is conceded that syrup manufacturers probably require tin containers, but when these manufacturers gather in conference in the near future, one of the questions to be discussed will have to do with certain styles of cans that are admittedly effective for counter and show-window display, but that do not pack as snugly as would square cans of the same capacity.

Another angle has to do with the conservation of paper, for which the officials are almost as keen as for economy in the use of tin. Double wrapping, so called, and all extravagance in the use of paper is henceforth to be strongly discouraged. The economists at Washington seem to think that if a manufacturer makes use of a fibre container he should be able to imprint his message to the consumer or prospective consumer direct on the container surface, obviating necessity for the use of any wrappers. In answer to questions by PRINTERS' INK the specialists further indicated that they would regard as a case of doubtful economy the

expedient of a manufacturer who shifted from tin to fibre containers but supplemented the latter by interior or outside wrappings of wax paper or other supposed preservative of flavor.

It is conceded at Washington that the success of the whole campaign of substitution in the packaging field hinges upon the ability of the forces to bring about more rapid turnover in the commercial field involved. Herein lies perhaps the greatest significance of the current movement for readers of PRINTERS' INK, or at least its most interesting possibilities as a permanent influence in merchandising practice. Standardization of packages will, it is confidently expected, result in a saving of labor and a saving of space in freight cars, but, best of all, in the estimation of the specialists, it is calculated to speed up turnover and only if turnover is quickened is success likely to attend the replacement of tin packages by fibre as containers for foodstuffs that cannot be kept indefinitely in other than an air-tight package.

F. H. Millard, chairman of the Staple Grocery Division of the United States Food Administration, tells PRINTERS' INK that he regards the present as a particularly auspicious time for the education of the average retailer in the advantages of quick turnover. Instead of the retailer facing today the persuasion of the traveling salesman who endeavors to induce him to stock up far ahead or maybe buy a year's supply, the storekeeper is, in effect, being rationed by the manufacturer in that he is probably receiving only a fraction of his order on the average food item. Consider, says Mr. Millard, the relation between this situation and the oddities in packaging. Notoriously it is the odd-sized packages—the novelties that only a very small portion of the trade has ever really wanted but that have been forced by the competitive spirit—that remain longest on the shelves. With a narrower range of stock and a condition approximating stand-

ardization of packages it is argued that retailers will be forced to realize how much more quickly they can turn around.

There is no intention at the Food Administration to carry the cut of package units to a point where it will work hardship to the trade. Take, for example, the case of teas and coffees. Square packages will be adopted in so far as possible in order to save packing space, but coffee will continue to be obtainable in one, three and five-pound packages, while tea will be put up in the standbys of the trade, one-fourth, one-half and one-pound containers. Cocoa and chocolate, sweetened and unsweetened, in powder form, will henceforth not be put up in packages smaller than one-half-pound. However the conferences at Washington have disclosed that rarely is a manufacturer an advocate of the very small or "trial size" package—he would prefer to sell in larger quantities—if only he could be assured that none of his competitors would resort to the small sizes while he was concentrating on the larger. The agreements perfected at Washington give this assurance for the first time in trade history.

Glass containers have not been overlooked in the programme of re-adjustment. Packers of bottled goods are being asked to give up the use of containers requiring a disproportionate amount of glass and to dispense entirely with wrappers, relying solely upon labels to carry advertising matter as well as directions for use. Wholesalers in the grocery trade will be appealed to, to do their part for the cause of conservation by selling to their customers only in packing units instead of breaking up these units and putting up smaller quantities, entailing waste of both labor and material. In some lines it will be at least six months before odd-sized packages disappear and round containers give way to those of square or oblong shape, because all manufacturers are to use up present stocks of tin containers.

Big Advertisement to Recruit Women Workers

Eleven business concerns of Philadelphia joined in full-page newspaper advertising last week to acquaint women of the city with the need for workers. "There is a well-paid position awaiting every able-bodied woman, young or old, married or single," it was asserted. The local addresses of the Employment Division of the United States Department of Labor were given and the statement was made that "the woman in charge will help you find the job you want."

The patriotic appeal was introduced by drawings of Mollie Pitcher at the side of a Revolutionary War cannon and a present-day woman worker in a munition plant. The variety of positions that are now open was shown as follows:

"If you have never worked before, you will be trained in the work best suited to your abilities—and you will be paid while learning."

"If you are unable to give all your time to Government work, many plants will be glad to engage you on a part-time basis."

"Clerical workers are urgently needed by insurance companies, banks, etc."

Lorriman Joins Toronto Agency

James G. Lorriman, advertising manager of Brandram-Henderson, Limited, paint and varnish manufacturers, Montreal, has been appointed the manager of the Toronto office of the Advertising Service Company, Limited. For four years he was advertising and sales manager of the Metal Shingle and Siding Company, Preston, Ont., and for ten years was connected with *Hardware and Metal* as editor and afterwards as manager.

Charles M. Steele Returns to France

Charles M. Steele, formerly vice-president of the Carl M. Green Company, Detroit, who has been in this country on leave of absence for the past two months, has returned overseas to continue his work with the Y. M. C. A. His location is 12, rue D'Aguesseau, Paris, where he is in entire charge of the entertainment division of the Y. M. C. A. work in France.

Paper Production in August

Thirty-nine newsprint manufacturers of the United States and Canada produced 158,994 tons of paper in August and shipped 158,552 tons. The production was 92.6 per cent of the average monthly output during the three months of greatest production in 1917. Total stocks of newsprint paper on hand have declined during the year 1918 from 55,285 tons to 36,751 tons.

Business *already* run and definitely scheduled for Leslie's for 1918 is (Sept. 15) equal to the total actually carried in the twelve months of 1917

—with three and a half months to go to make net gains over 1917.

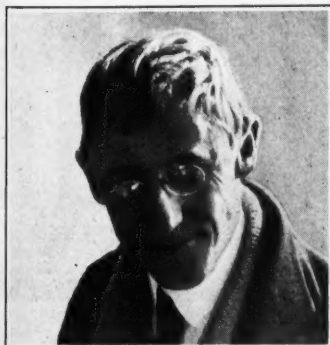
And 1917 was the record year of Leslie's 62 years.

1919 advertising already scheduled indicates a continuance of Leslie's increasing use as one of the very foremost mediums employed by most leading advertisers of products sold to people of moderate or substantial means.

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



"Why is it that old men are conducting the nations in this emergency?" is a question Norman Hapgood asks and answers this week in a way that sets you thinking—as "Norman Hapgood's Page" in Leslie's always does. "Is Breakfast Dangerous?", "The British Election," "Foch's Doctrine" and "Diplomacy" are among other stimulating editorials of his this week.

Hearst's

A Magazine With a Mission

XXXIV.

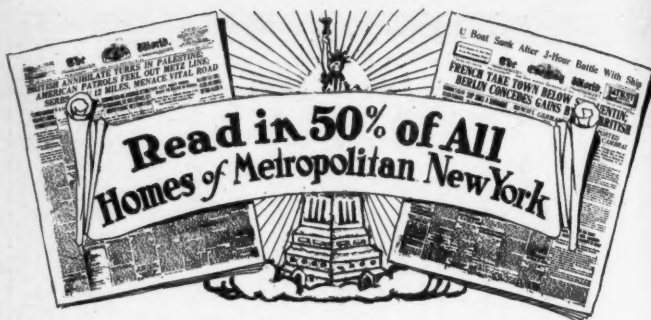
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HEARST—Published Monthly by the International Magazine Company at 110 W. 40th St., N. Y. William Randolph Hearst, President; Joseph A. Moore, Vice-President; Julian M. Gerard, Treasurer; W. G. Langdon, Secretary. Copyright, 1916, by International Magazine Co. Trade Mark registered. Entered as second-class matter May 21, 1908. Postage paid at New York, N. Y., and at additional mailing offices. Second-class postage paid at New York, N. Y., and at additional mailing offices. Boston, Mass., Chicago, Ill., Los Angeles, Cal., San Francisco, Cal. Single copy, 25 Cents. Yearly subscription, \$2. Foreign postage, \$1 additional. Canadian postage, 50 Cents.



How Brewers Helped Finance Purchase of "Washington Times"

Revelations of A. Mitchell Palmer, Alien Property Custodian, Regarding Sale of Paper to Arthur Brisbane—Brewers Advertising to Pledge Their Loyalty.

ON Thursday of last week, A. Mitchell Palmer, Alien Property Custodian, made public certain documents, showing that a group of brewers, headed by C. W. Feigenspan, of Newark, N. J., contributed to a fund which helped Arthur Brisbane to buy the *Washington Times* from Frank A. Munsey, in June, 1917.

The money, totaling \$407,500, was collected by Mr. Feigenspan, who besides heading his brewing company, is also president of the Federal Trust Company, of Newark. This amount is made up of some seventeen contributions, ranging from \$5,000 up to \$50,000. According to Mr. Palmer, \$375,000 of this fund was turned over to the Growing Circulation Company, of New York. It in turn endorsed the checks in favor of Mrs. A. B. Thursby, who is Brisbane's sister.

It was the understanding, according to this document, that after a period of five years Mr. Brisbane, at his "discretion and convenience," was to pay back the principal to Mr. Feigenspan and his associates out of the profits that might accrue from the operation of the newspaper. The buyer of the paper was to be under no liability to make payments except out of the profits. No interest was to be charged. It was stipulated that the brewers had no ownership in the enterprise and that if the paper were sold at any time the money advanced to Brisbane would have to be paid to them. In conclusion Mr. Feigenspan stated that the only evidence of the indebtedness which he held was a note of the Growing Circulation Company.

In defense of his position, Ar-

thur Brisbane inserted a signed advertisement in the *Washington Post*. He said that the money advanced to him was merely a loan and would be repaid in full with interest. He declared that for over twenty years he advocated the prohibition of whiskey and that temperance could best be promoted by permitting the manufacture of only light wine and beer.

At the same time the Alien Property Custodian gave out another document that brings in the brewers and their need of a powerful paper to stand off the prohibition wave. It was written by Alexander Konta to Dr. Bernhard Dernburg and dwells in interesting detail on the profitability of various New York newspapers and of the possibility of buying some one of them to further German propaganda in this country. Konta suggests that if a paper could be purchased and if "it would not be hostile to the personal liberty of the citizen who drinks in moderation what he pleases, it could count upon the powerful support of the brewers and distillers, who command almost unlimited capital."

In the discussion of the whole affair, the words, "brewer" and "German" have been linked up so frequently that the brewers are now advertising to protest against this synonymous connection and to give assurance of their loyalty to the Stars and Stripes.

Outdoor Advertising Association's Election

At the ninth annual convention of the Outdoor Advertising Association, held in Chicago this month, these officers were elected: President, George L. Chennell, a former president of the Poster Advertising Association; vice-president, Harry C. Walker; secretary, John H. Logeman, for many years secretary of the Poster Advertising Association, and treasurer, Sam Pratt, re-elected.

Perley E. Ward, circulation manager of the Orange Judd farm papers and a director of the Orange Judd Company, Springfield, Mass., has resigned. He is now connected with the Travelers Insurance Company, Hartford, Conn.

Christmas Numbers Not Forbidden

Several publishers were alarmed last week at the report that the War Industries Board had issued a ruling against special numbers, and especially Christmas numbers. They were the more disturbed because many plates for the Christmas numbers had already been received.

The report proved without any foundation. **PRINTERS' INK** wired to Thomas E. Donnelley, Chairman of the Pulp and Paper Division of the War Industries Board, and he replied as follows: "Newspapers may issue special annual or other customary editions, but must reduce paper used 20 per cent over the tonnage used in a similar edition last year. No regulations covering special editions for periodicals. Regulations as issued allot definite tonnage for each quarter this year. They may use tonnage any way they elect, but allotment is not to be exceeded."

Important Business Paper Meeting Coming

The annual convention of the Associated Business Papers, Inc., will be held at the Hotel Astor, New York, October 21 and 22. Some of the subjects already decided upon for addresses and discussion are the following: The new importance of Government industrial control and its relation to business paper publishing. Washington as the industrial news center. Maintaining business during the war—the oversold argument. The changing retail conditions and their effect upon business paper publishing. Limitations in styles, sizes and varieties of products—the effect on industry and business papers. After-the-war problems. How to meet circulation problems under present conditions. Present government regulations and possible future ones. The problem of rising expenses. The effect of present conditions on editorial policies. The Government service of business papers. Future necessities of Government service. Plans for association work.

Flicker Leaves Cincinnati "Enquirer"

Ed. Flicker has resigned as business manager of the Cincinnati *Enquirer*. He was associated with the *Enquirer* for twenty-nine years and for fifteen years was business manager.

This Comp Believes in Word Conservation

THE WILLIAM GALLOWAY COMPANY
OF AMERICA
WATERLOO, IOWA, Sept. 14, 1918.

Editor of **PRINTERS' INK**:

I am sending you a curiosity. At least, we think it is.

The Galloway Company has discovered for the second time the existence of a compositor who does not know

**Come to Waterloo and See Galloway
You are Only 15 Minutes Away**

VISIT THE CLUB

INSPECT OUR SHOPS

SEE HOW THIS SUPER-TRACTOR IS MADE

If You Can't Come, WRITE

Wm. Galloway Co., Waterloo



what a good layout for copy is. He has thrown away the copy (and it may have deserved it) and set up the layout, and let it go at that.

Have any other **PRINTERS' INK** subscribers seen anything like this?

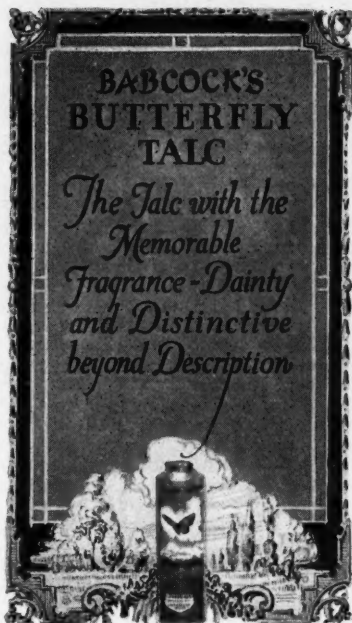
AMOS BURHANS.

Charles H. Bayer and Wife Killed in Auto Crash

Charles H. Bayer, vice-president of the Sante Products Corporation, and of the Basic Products Corporation, New York, and his wife were instantly killed in an automobile collision September 21, on Long Island. They were returning to their home in Great Neck from New York. Mr. Bayer was forty-two years old and was formerly head of the Bayer-Stroud Corporation, an advertising agency. A few months ago the agency was discontinued in order that Mr. Bayer might give all his attention to the manufacture of Sawtay and Theroz.

E. M. Diamant, New York, has been made business manager of the united war work campaign, including the Y. M. C. A., K. of C. and similar bodies.

(Rep



Reduction of Large "Butterfly Talc" Advertisement from the Intaglio Section of the Philadelphia PUBLIC LEDGER

—and Butterfly flew!

Under the personal supervision of David G. Evans, of Evans & Barnhill, Inc., a campaign for "Butterfly" talc, made by the A. P. Babcock Co., was recently inaugurated in Philadelphia.

"We wouldn't have come into Philadelphia if it hadn't been for the PUBLIC LEDGER," said Mr. Evans. "We needed co-operation and we needed a medium that was certain to appeal to the class of persons who could afford to spend twenty-five cents for a box of talc. Both of these were supplied, completely and thoroughly, by the PUBLIC LEDGER, and the fact that we were able to secure space in the Intaglio Section of the Sunday PUBLIC LEDGER made us certain that our advertisement would come instantly to the notice of the very women we wished to reach. The widespread demand for our product, both from the retailer and the consumer, showed that we had not been wrong.

"From the success of the campaign to date, I feel certain that Philadelphia is going to be one of our most important strongholds in the East."

(Reprinted from the Retail Public Ledger)

Change in Advertising Plan for W. S. S.

Newspapers and Magazines to Be
the Backbone of the Revised
Campaign—Donated Space Not
to Be Solicited From Advertisers
—Use of Motion Pictures to Be
Increased

RADICAL changes in the advertising and publicity campaign for the sale of War Savings Stamps are likely to result from the transfer of this responsibility to the Bureau of Publicity of the United States Treasury. This does not signify that Director Frank R. Wilson and his aids at the Treasury's advertising headquarters have any criticism to make of the campaign as conducted by the National War Savings Committee and affiliated organizations, but merely that they are anxious to make the W. S. S. campaign harmonize and dovetail with the Liberty Loan campaigns.

Under the new arrangement, W. S. S. promotive effort will be concentrated in the newspapers and magazines and there will be much more limited use than heretofore of posters, illuminated signs, painted bulletins and various other mediums. Director Wilson believes that some of these latter agencies are better adapted to a Liberty Loan drive than to the furtherance of a campaign of education for scientific saving, which is what he conceives the W. S. S. effort to be. In short, the War Savings Stamp project will be brought back to the ideal from which it had wandered—the provision of machinery for systematic saving on the part of children and that very large section of the industrial population which finds Liberty Bonds rather over its head in financial investment involved or which requires to be initiated by easy stages into the saving habit.

The soft pedal will be applied to the "\$1,000 clubs" and other incentives to large investment in

War Savings Stamps, thus removing these securities from direct competition with the Liberty Loan. A special effort will be made to induce the purchase of the Stamps by industrial workers, such as munitions makers.

Although the Treasury's advertising manager is counting mainly upon the newspapers and magazines henceforth to put over the message of the War Savings Stamps, it is not the intention to encourage donations of space by private advertisers. Here again, it is the idea of Director Wilson that this particular form of co-operative advertising is better suited to the Liberty Loan than to the War Savings Stamps. How the Treasury executive would utilize the pulling power of the periodical press will be indicated when he has completed the plan upon which he is now at work for a coupon scheme. The idea is to have each magazine that accepts the arrangement print a full-page "splash" written by its cleverest staff writer or special contributor, explaining the advantages of the Stamps and to append to this a coupon on which the reader can pledge himself or herself to buy a stated amount of War Savings Stamps each month.

The revised advertising programme contemplates continuance of the publication of the "Savings Letter," the unique house organ whereby W. S. S. headquarters keeps in touch with the secretaries of the War Savings societies.

As is logical in view of the quarter in which appeal is to be made, considerable reliance will be placed upon motion pictures for the new W. S. S. campaign. In this connection it has been decided that a number of the special films which have been contributed by leading "movie" stars for the Fourth Liberty Loan campaign and which cannot be given country-wide circulation during that three-weeks' drive will be retitled and used throughout the coming year to recruit regular customers for War Savings Stamps.

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In Cleveland There Is Only One Paper

that folks can "live with" seven mornings in the week
—the PLAIN DEALER.

Every day this leading family newspaper is carrying the daily news, the war-news and the advertising-news into the prosperous homes of Cleveland and Northern Ohio.

Through The PLAIN DEALER—alone—may the national advertiser keep in touch with the best market in the Central West seven days in the week.

The Plain Dealer

First Newspaper of Cleveland. Sixth City

Eastern Representative:
JOHN B. WOODWARD,
Times Bldg., New York.

Western Representative:
JOHN GLASS,
Peoples Gas Bldg., Chicago.

"WE MUST NOT SWAP"

"Whether we like it or not," said a conservative New York newspaper in commenting upon Gen. Crowder's ruling that film artists are engaged in an essential industry, "The American drama of the present time is that of the film. Where one person attends a real play, one hundred attend a screen performance The fact of the matter is that we are in the midst of war, and we must not swap amusements while so immersed."



For one minute we want to talk to the advertiser who doesn't like moving pictures or anything connected with them, and who, as a consequence, doesn't figure Photoplay in his appropriation. The fact of the matter is that the moving picture is here, and here to stay, until something better comes to take its place.

Personally, we don't like telephones. They annoy us. It would be more to our liking to shout what we had to say into the desert air and have it transmitted by Angel A. D. T.'s without the intervention of Central and her somewhat nasal confusions. But because we want to do business in 1918 and can't wait for the millennium we use our telephone every day.



Among our advertisers are a few who never go near a moving picture house and who don't know John Bunny is dead.

They get returns from their advertisements in Photoplay and as long as the returns are there, they use Photoplay every month.

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.



LOOKING
FORWARD
with
McCLURE'S
and
its Authors
2

MARY ROBERTS RINEHART

MRS. RINEHART, probably the best known woman author in America, is too great and too prolific a writer to be claimed exclusively by any one magazine. McCLURE'S has had its share of her splendid fiction, and nothing she has written has made a more lasting impression on the American public than her articles, "His Letters" and "The Gains of War", in the September and October numbers of McClure's. This series by Mrs. Rinehart will continue in this magazine and will help to keep McCLURE'S in the high place it has won with the reading public—a place that makes it worthy of first consideration from advertisers.

McCLURE'S

Forms for December close October 10th. Advertising rates based on a circulation of 500,000. Advertisers in the December issue secure approximately 100,000 excess circulation

If You Must Advertise Your Plant, Don't Fake It

How a Vivid Imagination Can Distort a Perfectly Good Picture of the Plant and Make the Beholder Laugh Instead of Believe

By A. W. Williams

THOUSANDS of men from time to time have made fools of themselves in the business world because they could not curb their imagination and their efforts to exaggerate. Some men can never tell a story or paint a picture of anything without adding many non-essential details, which sound bad enough in the telling but look considerably worse in print or in advertising copy. Illustrations in advertising copy are excellent, and a good illustration conveyed through a really good cut carries a decided punch. However, either illustrations or figures must be correct.

A short time ago a large manufacturer, in an effort to show how good his product really was, went into a description of the process of manufacture, and in his statement claimed that every workman was a master workman, and only one man out of ever so many made good. His figures were preposterous, especially at the present time, when labor is so scarce and high-priced that the manufacturer is willing to take any kind of labor and use much inferior labor in order to keep up his production. Before the war such claims could be backed by cold facts, but the case is different now, and the business man in reading such advertisements chuckles to himself, and puts the ad down as merely a brain child and lets it go at that.

Many manufacturers take considerable pride in their plants, especially where they have spent large sums in constructing high-grade plants. They are so proud of such plants that they have cuts made of them. These cuts are used in all kinds of advertising copy, on letterheads, envelopes, invoices, checks, and, in fact, wherever the company can use

them. The idea, of course, is that a first-class plant, properly operated, is able to produce a better class of merchandise. However, there are plenty of old, dilapidated plants where the owners don't feature the plant at all, but where a much superior class of merchandise is turned out. The machinery on the inside of the buildings and the workmanship means much more than the exterior construction of the buildings.

In securing cuts of high-class plants the average manufacturer is so anxious for display that he gets considerably beyond the truth. Instead of taking a really good photograph of the main building and office, or a birdseye photo with a wide lens, he sends an artist to the plant and secures an artist's drawing of the buildings on the birdseye plan, or makes his cut up from an architect's drawing. The artist or architect is always strong for the open, unobstructed view. He is trained to draw from imagination, and by the time he gets through he has a very pretty landscape, but such an exaggeration of the plant itself that it appears to be a joke.

A CASE IN POINT

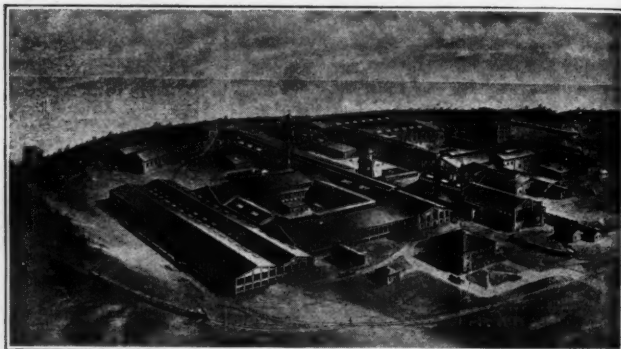
Many of these cuts are really startling. A distiller down in Kentucky several years ago erected a very fine plant, tearing down an old plant and rebuilding on handsome lines, his main plant looking like a club house. The plant was half a mile from the railroad, and the latter was behind a hill. However, the artist, although armed with a lot of excellent photographs and sketches, developed a birdseye view showing two railroads entering the plant, several trucks on the high-

way, gentlemen in Prince Albert coats, and women with parasols and flubbubs. The plant was down in the country, where a man wearing a Prince Albert would have been taken for an actor, and where women wore calico and sunbonnets. The road to the railroad was so blamed rough that nothing but mule wagons could get over the road, and a truck had never attempted it.

The accompanying photograph is a beautiful illustration of the way in which manufacturers slip it over on themselves instead of

head shows a big manufacturing building. Investigation shows that he really occupies a small corner of a fifth-floor loft. Another concern with handsomely engraved stationery gives its address by street number, whereas it occupies an office costing \$20 to \$30 a month in an old office building. Another concern will use similar stationery, showing the picture of a large office building, and give its address so as to convey the idea that it occupies the entire building.

A good deal of this sort of thing is considered permissible,



THE IDEALIZED PLANT—FIVE LOCOMOTIVES IN THE YARD

the reader of the advertisement. The cut shows exactly five trains entering or leaving the plant at one time, the switching being done by road engines instead of short-coupled switch engines. The background is composed of an ocean view showing a number of steamers or sailing vessels in the offing. The plant in reality is located in a busy manufacturing district where a tree or flower would have much trouble fighting for life as against coal soot, and where the shore line is taken up with railroad tracks, warehouses, sheds, etc., instead of being located in the open country with a beautiful landscape for a background.

The same thing is shown every day where some chap on his letter-

and it is used daily. However, the manufacturer would do well to advertise facts in connection with the home of his business as well as in connection with making statements concerning his business and products. The man who is faking anywhere raises a doubt in the minds of some of the people with whom he is anxious to do business.

Cuts can be made to bring home the bacon in many cases. But a badly exaggerated cut, showing a lot of stuff that the manufacturer doesn't possess can't prove a good business getter. Cuts made from actual photographs tell the truth and nothing but the truth. Of course it is well and wise to paint out some objectionable features, such as a big ash pile in front of



**Was
Franklin
Right
?**

Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-third year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton.

Thirty-three years is not a great age when compared with the pyramids but is, as Franklin said—"a very decent warrant of stability."

The People's Home Journal
NEW YORK

For 33 Years the Magazine for Every Member of the Family

the boiler-room door, or a big rubbish heap on the premises. These are unnatural hazards, and don't belong on the premises nor in the picture, but it would really be much better to remove them before the photograph was made, or keep them from accumulating in the first place.

Clean-cut advertising should be clean cut throughout. Every line and cut should carry nothing but the truth, the whole truth, and nothing else. While a man's product may be all that he claims for it, and then some, his illustrations should carry the same high percentage of truth.

A large manufacturer for several years has been using cuts made from architect's drawings. These cuts showed a fine plant, a handsome steam plant, and half a dozen large and magnificent warehouses. The owner was so proud of his plant that he took the writer up to the country to see it on one occasion. There was a fair plant on the grounds, a dilapidated boiler shed and four nondescript warehouses. The other two were brain children, and the manufacturer expected eventually to build two additional warehouses. As a fact, he had a fairly good and efficient plant, but no one would have recognized it as the same plant as used in the cuts. In order to group the buildings and arrange everything in symmetrical form the artist had changed the buildings around to suit himself, the plant being on the west side instead of the east side, and the warehouses grouped in a fan arrangement with tram lines running in to the main plant. As a fact, the warehouses were scattered along a rocky hillside, and had very poor connections with the main plant.

Of course the people who see the cuts don't often see the plant; in fact, very few of them will ever see it, especially if it is in a rural district. However, five trains entering and leaving a plant, and great activity don't set well with a concern with a small financial rating and known to be doing so many thousands annually.

Advocates City-Owned Farms, to Grow Hogs

"Turning Garbage Pails into Boxes of Bacon" is the unusual headline of the current advertising of the Alpha Portland Cement Company in engineering publications. The illustration shows a model hog yard, with concrete houses. The copy reads as follows:

"The September number of 'Alpha Aids,' a publication issued by us regularly in the interests of engineers, architects, contractors, building material dealers and others interested in concrete construction, gives a summary of what several enterprising municipalities are doing just now in turning the town garbage into a larger supply of the bacon that Uncle Sam needs. Our city of Easton has purchased a farm for this purpose, after looking into the experiences of Worcester, Mass., and other municipalities.

"Alpha Aids" tells also how to build a number of different types of hog houses and yards. Some are entirely concrete; others are not. The descriptions are freely illustrated with photographs and working drawings.

"If your own community has not started turning garbage pails into boxes of bacon, be the man to head this timely movement. Full information gladly sent, free of all obligation."

War Industries Board Asks Newspaper to Quit

The Huntington, W. Va., *Evening Journal* has been requested to suspend publication for the duration of the war. The request came from Thomas E. Donnelley, chief of the Pulp and Paper Section of the War Industries Board. The *Journal* was started June 3 by the Huntington Herald Company, publisher of the *Herald-Dispatch*, a morning paper.

In his letter to the Herald Company Mr. Donnelley said:

"On August 24 we issued regulations that newspapers could not be started during the period of the war, but if you were established prior to that period technically you have the right to continue your publication. The print paper situation, however, is becoming more and more acute on account of the lack of coal and shortage of transportation, and it is necessary for the War Industries Board to curtail its use in every possible respect.

"If it would be possible for you to suspend the publication of your *Evening Journal* you would be doing a patriotic act both to the public and newspaper interests."

New Advertising Manager for "American Hebrew"

Mrs. Harriett Mooney Levy has been appointed advertising manager of *The American Hebrew*, New York, succeeding W. R. Fairfield. She was formerly connected with this publication for a number of years.

70% Increase

News-stand sales are voluntary and at full price. The purchaser pays more than if he subscribed. It is *prima facie* evidence of quality circulation.

Everybody's Magazine with a 70 percent increase in news-stand sales has to its credit a greater proportion of this superlative circulation than any other general magazine.

Everybody's
Magazine

MUSKOGEE, OKLAHOMA

Population 40,000, Trading territory 200,000

Third largest city in state

Oil is the largest industry—means enormous wealth and activity. Railroad is the second industry—indicating an important shipping center.

Times - Democrat

(A B C Member)

The home newspaper is the Evening Times-Democrat, saturating the local concentrated field.

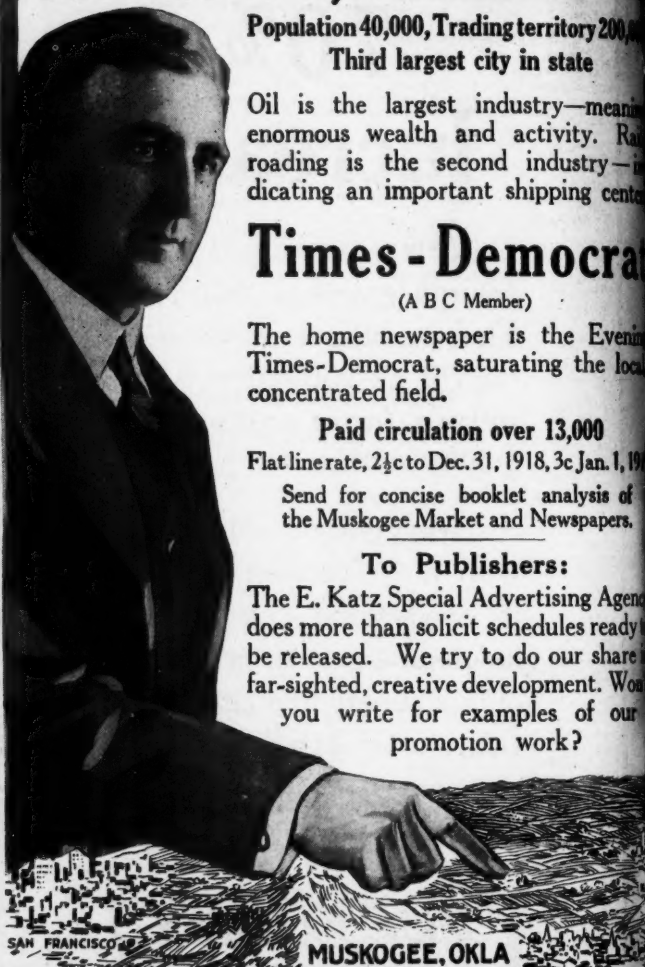
Paid circulation over 13,000

Flat line rate, 2½c to Dec. 31, 1918, 3c Jan. 1, 1919

Send for concise booklet analysis of the Muskogee Market and Newspapers.

To Publishers:

The E. Katz Special Advertising Agency does more than solicit schedules ready to be released. We try to do our share in far-sighted, creative development. Would you write for examples of our promotion work?



E. KATZ New York, Chicago
Special Advertising Agency

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S. A. LOONEY, MANAGING EDITOR

EUGENE H. KATZ, PUBLISHER

GOES INTO NINETY- EIGHT PER CENT OF THE WHITE HOMES OF THE CITY

The Muskogee Times-Democrat

The Leading Daily Newspaper in Oklahoma

PUBLISHED A. S. S.
EUGENE H. KATZ, PUBLISHER
S. A. LOONEY, MANAGING EDITOR

MUSKOGEE, OKLA. August 7, 1918

E. Katz Special Advertising Agency,
New York City.

Gentlemen:-

This month completes twelve years in which your agency has represented the Times Democrat. It has been twelve years of constantly increasing business in the national field for this newspaper. Twelve years ought to be a very thorough test of the efficiency of a publisher's representative. We have gone through bad years and good years, but the bad years are better than they used to be and the good years are fine.

We think one reason why you have increased our national business very materially is the system you have of sending men after men from your New York, Chicago and Kansas City offices on trips of personal investigation to our field, until the men who carry the message from the Times Democrat to the advertiser through your agency are almost as familiar with our field as we are ourselves.

Of course, we have tried to make the Times Democrat a better newspaper every year, and we feel that we have succeeded because our circulation is growing both in number and in influence, and because advertisers who have come into our newspaper mighty seldom go out.

I have been with your men in advertising centers all over the country, and I frankly believe that there is no other special agency in the country whose solicitors have a more welcome entre than yours. Above all things we want our advertisers to have confidence in our paper, and one reason they do have confidence in the Times Democrat is because of the class of men who represent us in the national field. We trust that the business you have carried through the Times Democrat has been as satisfactory to you as it has been to us.

Sincerely yours,

EUGENE H. KATZ, PUBLISHER

S. A. Looney
Manager

The photograph of C. A. Looney, Manager of the Muskogee Times-Democrat, appears on the opposite page.

"AN HONEST TALK SPEEDS BEST BEING PLAINLY TOLD"

Representation from Coast to Coast

C. A. Looney tells why "Katz" methods are different.

It will pay you to investigate.

Why not write us now?

**Publishers' Representatives**

Kansas City, San Francisco. Established 1888

Features Smaller Model, to Save Materials

Davis Sewing Machine Company Makes Advertising Drive on Portable, Electrically Driven Machines, Thereby Effecting a Saving of Fifty Per Cent of Pig Iron That Goes Into Larger Type

TO save raw material, labor and transportation space, the Davis Sewing Machine Company, Dayton, Ohio, is making a drive this fall on its portable electric sewing machine. The company also makes the foot-power machine, worked by a treadle, but all of its national advertising just now will

able machine requires only one-half of the pig iron that goes into a treadle machine, 40 per cent of the woodwork and one-quarter of the shipping space.

The campaign was announced to Davis agencies by H. M. Huffman, secretary and general sales manager, in a letter that went out September 1.

"The treadle-operated machines will, of course, be supplied by us in the future as in the past," says the letter, "but the substitution of a good quantity of portable machines will enable us to produce a greater total number with a given allotment of material, and thus bring about a better balance between supply and demand."

"We believe a large part of the sewing machine business of the future is going to be in the electric machine," said S. H. Kenney, advertising manager. "The pioneer experimental work with them has been done; we have shipped several thousand portable electric machines during the last three or four years and we find that they are giving universal satisfaction."

"Also, as everyone knows, the electric household appliance field is growing rapidly and this in spite of the fact that many of the electrical household appliances sell at very greatly increased prices over ordinary hand power appliances of the same kind, as irons, washing machines, etc."



Take it out any time in the Red Cross contribution.

Out of the way, yet ready.

Davis Portable Electric Sewing Machines

Once you experience the ease and convenience and joy of operating a Davis Portable Electric, you will never again be satisfied to return to the drudgery of the old foot pedal.

The Davis Portable Electric takes the drudgery right out of sewing and makes a pleasure of it. It conserves health and promotes thrift. It is a necessity in every well managed home.

Easily Controlled

The Davis Portable Electric is controlled simply by a touch of the foot. It starts and stops, runs fast or slow at your will.

It does fully a third more work in an hour than the old foot-power machine, and does it with almost no physical effort on your part.

It is so light and compact that you can carry it about as readily as you would move an electric fan.



We have an amazing program for the best electrical dealer in each community.

Use It Anywhere

You can sew anywhere about the house—in the living room, the bedroom, on the porch, or you can pick it up and take it with you to your Red Cross workroom. Anywhere that you can get electric current you can use your electric sewing machine.

The cost of operation is only one-third cost an hour. And the Davis is so reasonable in price, too. Three models ranging from \$29.75 to \$41.75. Catalog sent upon request.

THE DAVIS SEWING MACHINE COMPANY, DAYTON, OHIO

THE NEW COPY FOR THE SMALLER MACHINES

feature the smaller, electrically driven construction. This advertising begins this week in a national weekly and will be continued for three months in this paper and a woman's magazine.

The new policy is directly in line with the desires of the War Industries Board, for the port-

The aim of the advertising will be to divert new business to the portable type, and not to stimulate the sewing machine business as a whole. At the same time, however, the fact is not lost sight of that the present advertising will have a beneficial effect on future sales.



RELY ON THE LABEL



IN the eighteenth century, Bristol Board, named after the English city—or *papier de Rouen*, after the French city—was made by pasting sheets of hand-made paper together, two by two, and piling them into a hand press. The boards thus made were hung in a loft and, during this slow drying process, taken down from time to time for further pressing.

In the twentieth century, the carefully prepared pulp flows through a cylinder paper machine and comes out a beautiful sheet.

DOVE MILL BRISTOL

George W. Wheelwright Paper Co.

BOSTON, MASSACHUSETTS

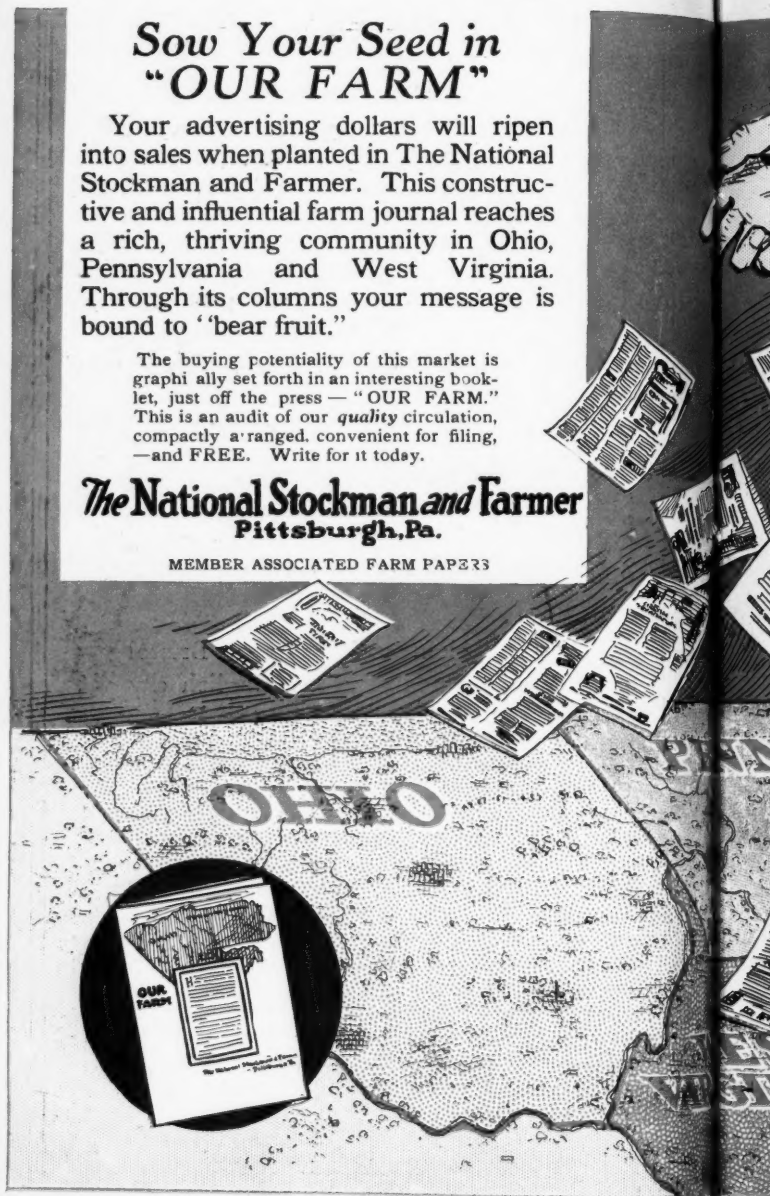
Sow Your Seed in "OUR FARM"

Your advertising dollars will ripen into sales when planted in The National Stockman and Farmer. This constructive and influential farm journal reaches a rich, thriving community in Ohio, Pennsylvania and West Virginia. Through its columns your message is bound to "bear fruit."

The buying potentiality of this market is graphically set forth in an interesting booklet, just off the press — "OUR FARM." This is an audit of our *quality* circulation, compactly arranged, convenient for filing, —and FREE. Write for it today.

The National Stockman and Farmer
Pittsburgh, Pa.

MEMBER ASSOCIATED FARM PAPERS







How Delco Ties Space to the Dealers' Doors

The Domestic Engineering Corporation, Dayton, Ohio, believes in tying its advertising to the dealers' doors by means of Flexlume Oplex signs.

"Delco" in raised, white, Oplex letters cannot be overlooked. Night and day it blazes out its message reminding the thousands who pass of Delco ads they have read—a well known trade name accurately reproduced in raised, white letters of light.

Flexlume Oplex signs will connect your national advertising with your dealers' locations. You need them just as much as the hundreds of other big advertisers who are using them.

Let us send you a sketch showing how your sign will look, or at least the Flexlume book "Twenty-Four Hours a Day."

The Flexlume Sign Co., ELECTRICAL ADVERTISING

1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:
Electric Products Corporation
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co., Ltd.
St. Catharines, Ont.



Dear! Dear! Is Uncle Sam a Paper Spendthrift?

Representative Walsh Seems to Have Caught Him With the Goods

THE well-known admonition, "Physician, heal thyself," is not by any means disregarded in the illustrious House of Representatives of the United States. Not only do our good lawmakers discuss the mote in their neighbor's eye, but they are willing to recognize the beam in their own, and in fact, capitalize it and run for re-election as the beaming-eyed Demosthenes of Cider County. Thus we should not be surprised, when paper-saving is such an issue throughout the land, and there is talk of reducing lovers' letters to an arbitrary and cruel seventy-five pages a day each way, that the roving optic of the legally elected legislator should be cast upon the Government's own sins. It was Representative Joseph Walsh, of Massachusetts, who lately animadverted inimically upon the Government's paper-wasting sins of omission and commission—mostly comm, with barely a trace of om—as follows:

"I desire to direct the attention of the committee to what may be termed a practice, or perhaps a habit, or possibly more properly, a disease, which seems to have become prevalent during the past twelve or fifteen months, especially among the newly established boards, branches, bureaus, commissions, committees, departments, divisions, groups, sections, and other component parts of our Governmental machinery, more particularly outside of the military. This epidemic has been an expensive one and has resulted in an increase of from four to five million dollars in expenditures; and the end, apparently, is not yet.

"I refer to the greatly increased expenditures in the printing cost of the Government. This increase will, I believe, be five millions of dollars more this year than it was before our entrance into

the war, and may be more than ten millions, and the increase is not solely because of increased printing needs of the War and Navy Departments. The taxpayers, to my mind, have not received any benefit commensurate with this increase in cost. One of the chief results of this enormous expenditure has been to stimulate and make more regular the use of the wastebasket in places where it had hitherto been permitted to repose undisturbed.

"The United States, through its officials and departments, should set an example of economy and conservation; but, alas, on the contrary we have a deluge of bulletins, reports, surveys, magazines, summaries, and various other publications which are choking the Government Printing Office, clog the mails, and which clutter up many an office or counting-room in business houses and numerous parlors or sitting rooms in quiet, happy homes, and this at a time when we are urged on every side to practice thrift and save, buy war-saving stamps, and economize. Why, Mr. Chairman, if some of these psychological editors or editorial psychologists are paid at space rates, at the gait we are traveling the recent expenditures for airplanes we did not get will pale into insignificance.

"It has been stated on good authority that it takes more than one pound of coal to supply power sufficient to produce one pound of paper, but a much less quantity of brains is sufficient to waste tons of the same print paper after it has been produced." [Applause.]

POKES FUN AT THE OFFICIAL BULLETIN

Growing warm on the trail of the riotous paper-debauchees, Mr. Walsh refers to "that fateful May morning when the Official Bulletin burst flaming forth across a war-

beclouded sky." He finds the Bulletin in its later days not so bad. Leaping lightly from the Federal Board for Vocational Education to the house-organs of the Shipping Board, the information is elicited from Mr. Johnson, of Washington, that the "Emergency Fleet News" has or had one real subscriber at \$5 a year, and a complimentary list of about 20,000. Mr. Johnson also rises for information, as follows:

MR. JOHNSON, of Washington. Can the gentleman give any reason for the continuation of the Governmental free Alaska Railroad Record, when the Government railroad itself and the building operations have greatly shriveled, with two of the commissions out of it, and the railroad building plan going to pieces?

MR. WALSH. In reply to the gentleman I will say I did not know that reason was an essential ingredient in connection with the greater portion of these publications.

MR. JOHNSON, of Washington. The Alaska railroad newspaper is made up in considerable part of personals, like:

"Tom Brown, formerly employed on the railroad, has gone to the States."

MR. WALSH. Of course, that may be of great interest in Massachusetts and in Key West and produce much gloom in Berlin.

The Fuel Administration has published Fuel Facts, a booklet, on coated paper, with information much of which has appeared heretofore in the daily press as news. The Federal Reserve Bank has its Bulletin, likewise the regional banks, the Farm Loan Board. Then, School Life, from the Bureau of Education, is a dainty little publication, which will no doubt have riddles and charades in its columns in the near future.

The Surgeon General prints a magazine, Carry On. Of the lot this is evidently worth printing, and it shows care and forethought in its makeup.

Our old friend, The Reclamation Record, is still coming out. The September issue contains extracts from several Members of

the Senate and House, three or four pages of reprints from editorial articles, a list of farm names, which will be a great relief to the sturdy wheat-grower of Minnesota. He can now christen his farm by smashing a bottle of buttermilk against the silo, after the ship-launching style, and dub his farm anything from "Island Home" to "Mountain Glen." [Laughter.]

"Public Roads" is the title of a magazine issued by the Department of Agriculture containing some impressive illustrations and interesting information, but it might well be discontinued until after the war closes.

The list is too long to enumerate specifically, but it is of such proportions that it ought to be speedily and effectively shortened. The taxpayers of the Republic ought not to be levied upon in war-time to pay for paper, ink, brains, or services of would-be Horace Greeleys and Jack Londons to splatter ideas about items which, if real news or of public interest, can be and ought to be and, in fact usually are, published in the daily press.

Advertising men will at once recognize the fact that these Congressional commentators are overlooking the purpose and real usefulness of several of the new house-organs of the various Government departments. In fact, it would be a useful and educational experiment to find out how many members of Congress know what a house-organ is, anyhow, and how many would confuse it with one of those built-in mechanical melodeons. Seriously, however, this airing of the subject of paper wastage should be of interest and value to advertisers as indicating a trend of the times. There is no doubt that direct-mail advertisers, mail-order houses and catalogue publishers in general, must expect definite restrictions upon their work—restrictions which they, of course, in common with everybody else called upon to make sacrifices to the cause of Mars, will patriotically and cheerfully obey.

Maximum Crop Production

The primary interest of the average farmer in the North Central States is in bringing and keeping his production of grains and grasses up to the highest possible point.

The Editorial Department of Successful Farming is constantly in touch with the work of the Government experts in the Departments of Agriculture of the United States and of the several states, and in the various agricultural colleges and experiment stations.

The conclusions reached by these scientific investigators backed by Government appropriations, are checked up with the practical field experience of county agents and actual farmers working under average conditions.

From the selection of the land, the preparation of the ground, through planting and cultivating, to the harvesting and storing or marketing of the crop, Successful Farming enables its readers to keep abreast of the best and most successful and productive recognized practices, and to profit promptly by the experience of others.

Any one of our 800,000 subscribers can afford to pay the subscription price of Successful Farming for this branch of its service alone.

Successful



Farming

E. T. MEREDITH, Publisher, Des Moines, Iowa
Member A. B. C.

T. W. LeQUATTE **F. J. WRIGHT** **C. M. BEER** **C. A. BAUMGART**
Advertising Manager Promotion Bureau Merchandising & Sales Retail Service

Chicago
J. C. Billingslea, Advertising Bldg.

New York
A. H. Billingslea, 1 Madison Ave

Kansas City **St. Louis** **Minneapolis**
O. G. Davies, Victor Bldg. A. D. McKinney, Post Dispatch Bldg. R. R. Ring, Palace Bldg.

Collection of War Fund Pledges by Advertising

Detroit's Page Ad, "Patriotic Fund News," Turns Promises Into Funds

ADVERTISING of a new kind, designed to collect ten and a half million dollars in voluntary pledges for patriotic work, is proving successful in Detroit.

Last spring Detroit adopted the "war chest" idea for fund raising. A quota of \$7,300,000 was adopted, the bulk of it for Red Cross, Y. M. C. A. and K. of C. war relief work. Small allotments were planned for local patriotic organi-

three-tenths of one per cent of the amount pledged.

Immediately after the completion of the campaign the leaders realized that with the pledging of money the work was only half done; there remained the gigantic task of collecting the pledges, ranging as they did in individual cases from 50 cents to \$20,333.33 a month. To meet the situation a new form of advertising was con-

THE ADVERTISING WAS DESIGNED ON REGULAR NEWSPAPER LINES

zations and the lesser war work of national scope.

In the campaign which followed full page advertising in the daily newspapers played a big part. Patriotic rallies and an extensive and intensive organization work, assisted by publicity and advertising resulted in an oversubscription of 50 per cent—\$10,500,000 was pledged. More than 300,000 individual pledges were secured.

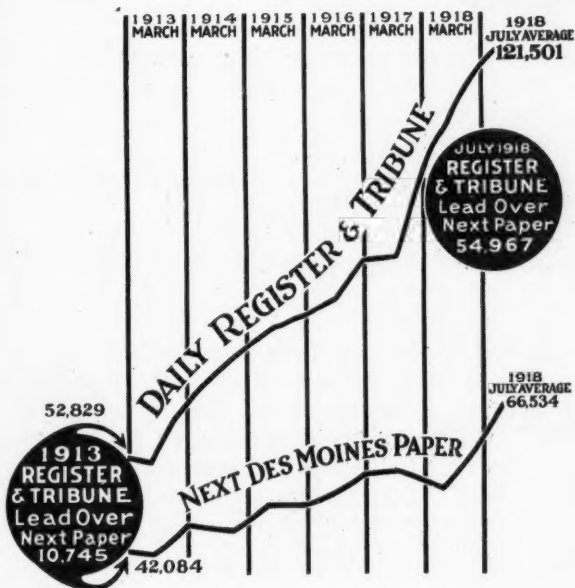
The entire cost of the campaign advertising was \$25,000—less than

ceived and executed in the form of the "Patriotic Fund News," designed as a house-organ for the general public in the interest of the Patriotic Fund.

The "Patriotic Fund News" consists of a full page advertisement each month, arranged in regular news form, in each of the four daily newspapers of Detroit. It would seem to be almost a practical certainty that one or more copies gets into every home in Detroit. It is also a practical cer-

The Des Moines Newspaper

Situation At A Glance



In five years The Des Moines Register and Tribune (morning and evening) have enjoyed a circulation growth of 140% and during the same time, increased their lead over the next Des Moines newspaper 500%.

The Register and Tribune serve the center two-thirds of Iowa—1,250,000 prosperous people live in this territory—one of the richest markets in America. Iowa's crops this year are worth over two billion dollars.

CRUMBS OF

FARM families are taking a lot of comfort these days—largely COMFORT renewals.

* * *

COMFORT always has reached *more farm women* than any other magazine. Its leadership just now is greater than ever before. See the last A. B. C. reports for the details.

* * *

Comfortable conditions continue to prevail among COMFORT subscribers. Good crops, high prices and relatively low living expenses result in lots of spending money. Inevitably our advertisers are getting just a little more than their normal share of it.



* * *



Most of COMFORT circulation is in the farming sections—now rich beyond all their dreams, because of the continued high price of farm crops. These folks are worth interviewing, through their favorite magazine.

* * *

COMFORT's A. B. C. reports are clean-cut as a diamond. No short-term subscriptions, no reduced rates to club raisers, no returns, no

COMFORT

premiums for renewals, no canvassers, no clubbing offers, no bulk sales, no prize contests, no installment circulation—a great net paid subscription list, secured by clean, legitimate, non-intensive methods.

* * *

The best beloved magazine in small towns and on farms—that's COMFORT! It didn't "just happen"—it is the result of nearly a third of a century's steady work aimed in one direction—toward the highest, most influential back country population.



* * *



YES—the folks who swing the scythes and run the reapers and binders are doing almost as much war work as the men who fire the big guns—only it is their good fortune to get better paid for it. Naturally, having money, they are spending some of it—with COMFORT advertisers.

W. H. GANNETT, Pub., Inc.,

Augusta, Maine

New York Office: 1628 Acolian Hall
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg
FRANK H. THOMAS, Representative

The Medium and The Organization

Boil your advertising problem down to its simplest element. It's nothing more or less than a means to attract and influence the greatest number of people with the greatest frequency for the least possible cost.

Posters have the universal appeal, size and color.

We are specialists in this one medium.

POSTER ADVERTISING CO., Inc.

511 Fifth Ave., New York Peoples Gas Bldg., Chicago

Atlanta Cincinnati Cleveland Milwaukee Richmond St. Louis

tainty that in 999 homes out of 1000 in Detroit at least one member is contributing to the Patriotic Fund.

For the first time in the history of Detroit and probably one of the first times in the country, the newspapers of Detroit agreed to leave off their running head on the page on which the "Patriotic Fund News" appears, conveying the desired impression that the page forms a separate newspaper. News articles on the Patriotic Fund with regular news heads, editorials, a cartoon, cuts, "human interest" stories and patriotic verse make up the page. A report of the receipts and expenditures of the Patriotic Fund is included.

The house-organ, of course, is to keep the people constantly interested in the Patriotic Fund and its progress—to keep them sufficiently interested so that their monthly pledges will be paid promptly.

For the convenience of those who subscribe to the fund more than 500 sub-stations, most of them located in drug stores and banks, have been designated throughout the city where those who have pledged their support to the fund can make their monthly payments. To each of these sub-stations additional copies of the "Patriotic Fund News" are furnished. In most cases a copy is posted in the front window, and additional copies are given with each pledge payment.

The entire advertising for the Patriotic Fund is under the direction of H. P. Breitenbach, Detroit manager of the J. Walter Thompson Company. The "Patriotic Fund News" has proven an unqualified success. With just one-quarter of the time elapsed since the pledges were made more than one-third of the total pledges have been collected. A second feature of the news page is that it will make succeeding campaigns easier by the same sustaining of interest.

The gathering of the material for the page and the placing of it in the newspaper page is en-

trusted to Gordon Damon, a newspaper writer of long experience in Detroit, who has acted as publicity manager for the Patriotic Fund since its inception. He spends practically his entire time in securing material for the house-organ, and together with Mr. Breitenbach he arranges the page each month.

Tribute to Nicholson's and Pryde's Posters

HOWAT ADVERTISING SERVICE

LONDON, August 19, 1918.

Editor of PRINTERS' INK:

I showed the recent article on "Did Germany Steal Her Poster Technique from Great Britain" to Mr. Bert Thomas, the famous artist. He handed me the enclosed letter to you at lunch today, and, coming from an authority like Mr. Thomas it will interest your readers.

Mr. Bert Thomas is the Phil May of British art; he was responsible for the famous drawing that appeared shortly after war broke out entitled "Arf a mo, Kaiser"—a drawing that achieved instantaneous world-wide success.

DONALD HOWAT.

August 14, 1918.

Dear Sir:

Your recent articles as to whether Germany stole her poster technique from England prompts me to give my views as a poster designer.

There is no doubt whatever that the Germans did base their poster art on the works of Nicholson and Pryde, in fact, all real poster art is based on these two men, they being the first to demonstrate the real poster effect, i. e., simplicity of design.

The "Biggerstaff Brothers" in their wonderful series brought the essence of elimination down to a fine art and the artist who fails in this respect can never hope to produce the real poster. He may create a showcard or a picture, but the poster is a thing apart.

The pity of it is that these two pioneers received so little encouragement from the advertisers in England that they turned it up in disgust and devoted their talents to painting, but their names will ever be honored by artists everywhere for their example and inspiration.

Yours sincerely,

BERT THOMAS.

C. A. A. A. Has Special Office for Victory Loan

The Canadian Association of Advertising Agents has opened offices in the Lumsden Building, Toronto, for the purpose of housing the association's committee in charge of the Second Victory Loan campaign, now in full swing. J. A. McConnell, of the McConnell & Ferguson agency, is in charge.

Death of James O'Flaherty, One of the "Old Guard"

The Passing of a Popular New York Advertising Man Evokes Striking Tributes From His Associates—For Years One of Most Active Members of New York Sphinx Club

THERE died in New York last week, Tuesday, an advertising man who "seemed to want to help everybody along"—James O'Flaherty.

The facts of his life may be summarized thus: He was born in Ireland in 1849. He came to America at the age of 15, and enlisted under General Grant the next year. After his discharge at the end of the war he worked as a clerk in various dry goods stores, notably with Lord & Taylor. He was manager of a department in the old Ehrich Brothers store, and over seven years was an executive with the Adams Dry Goods Company. Fifteen years ago he resigned from that institution to establish a suburban list of newspapers, which was a consolidation for advertising purposes of thirty suburban dailies and 200 weeklies, located in New York State, south of Poughkeepsie, in northern New Jersey, and in the nearby cities of Connecticut. He was the founder and owner of the *Bronx Home News*.

O'Flaherty's table in the men's restaurant at the Waldorf was a well-known New York institution. It was here that for several years he extended a hospitality that became famous among his friends in the big department stores and in the advertising business generally.

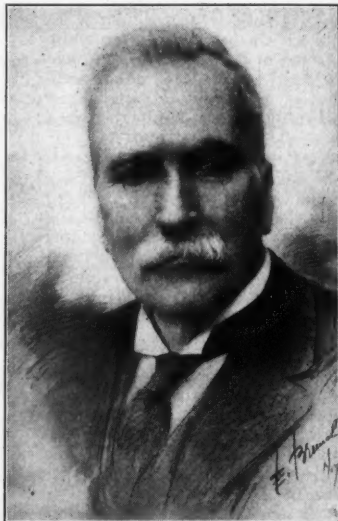
His activities in the Sphinx Club of New York extended over a period of many years, and he passed up again and again the opportunity to become president of that organization, in order that

he might remain with the Speakers' Committee. Always a keen observer, he was able to draw upon his large store of varied experiences in his luncheon table and Sphinx Club dinner conversations.

R. F. R. Huntsman, president of the Brooklyn *Standard Union*, with whom he was associated in the Sphinx Club for several years, says of him:

"With Mr. O'Flaherty honesty was the only policy. He treated everyone alike; there were no preferentials or secret evasions in his business transactions.

"As a member of the Sphinx Club, he was perhaps the most



THE LATE JAMES O'FLAHERTY

liberal of all of the members, and rarely a dinner was given that he did not act as host to three or four or more tables of guests. I should say that James O'Flaherty had more business friends than any man I know, and I know of no other business acquaintance whose loss could be more widely felt. It will seem strange this autumn not to hear

AMERICAN EXPORTER

is carrying 850 advertisers, which is more than in any other trade or class journal published in the world, with one exception—Iron Age.

*Why not write us for
sample copies of our
English, French, Portuguese and Spanish
editions?*

AMERICAN EXPORTER
17 Battery Place, New York

Member A. B. C.

over the telephone his voice saying: 'I will be expecting you at one o'clock to-day in the Waldorf Cafe, and the party will be spoiled if you are not there.'

"I know that he said the same thing to others that he said to me, but I also knew that he felt toward others just as he did to me, and for that reason I realize that we all have lost a friend who cannot be replaced."

W. W. Hallock, Eastern advertising manager of the Western Newspaper Union, long a close friend of Mr. O'Flaherty, writes:

"Mr. O'Flaherty was a most lovable and kindly man with a great big heart, pleasant smile, and the sweetest brogue that ever came from Ireland's emerald shores.

"His was the happy faculty of always spreading good cheer, praise and encouragement to his co-workers in that organization, and while he was the dearest old 'blarney' that ever lived, nothing but joy and contentment abounded wherever he went, and never a word of criticism or unfriendly reference."

Frederick James Gibson, long identified with the advertising activities of New York, and for several years associated with Mr. O'Flaherty, paid this tribute to his memory:

"One of Mr. O'Flaherty's most conspicuous characteristics was his generosity. I think he was the most generous man I ever knew. He seemed to want to help everybody along. He was extremely optimistic and always looked on the bright side of things even under distressing circumstances. He was a strong-willed and determined man who knew how to carry an iron hand in a velvet glove. His personality was so magnetic and he had such a winning manner that he readily made friends wherever he went."

Burnett, of Cadillac, in Service

Leo. N. Burnett, in charge of the advertising department of the Cadillac Motor Car Company, has resigned and gone to the Great Lakes Naval Training Camp.

Brass Bedstead Economy

It was announced in July that the conservation division of the War Industries Board would look with approval upon metal bed manufacturers who curtailed production in certain specified directions. The programme then proposed has now been placed in effect, having been accepted by the bedstead makers.

The programme contemplates, among other things:

Reduction of every line to not more than ten patterns.

Brass tubing for posts to be restricted to 2-inch diameter.

Height of head and foot ends of the continuous-post and corner-ball patterns to be reduced to 45 and 30 inches respectively, and other styles to be reduced in height accordingly.

No additional material for eliminated styles and sizes shall be ordered, except to even up existing stocks on hand and under no circumstances shall any of the eliminated styles and sizes be manufactured after December 1, 1918.

Advertises for Early Christmas Shopping

In Cleveland the Retail Merchants' Board of the Chamber of Commerce made prompt endorsement of the request of the Council of National Defense that Christmas shopping be done early this year. As early as September 15 the Board bought page newspaper space to acquaint the public with the regulations that must govern the purchase of holiday gifts. It was announced that members of the Retail Merchants Board "will co-operate in spirit and letter, and shall display holiday goods beginning September 30, urging patrons to shop Early in the Morning, Early in the Week, and Early in the Season."

Frank C. Kipp Works for Government

Frank C. Kipp, sales manager of the Motor List Company, Des Moines, Ia., and formerly sales promotion manager of the Packard Motor Car Company, Detroit, has resigned. He has been appointed assistant to the director of the Industrial Service Division, Bureau of Labor Statistics, Department of Labor at Washington.

Allen W. Clark Works for War Trade Board

Allen W. Clark, publisher of the *American Paint and Oil Dealer* and *American Paint Journal*, St. Louis has become associated with the War Trade Board, Washington.

Joins Toledo Agency

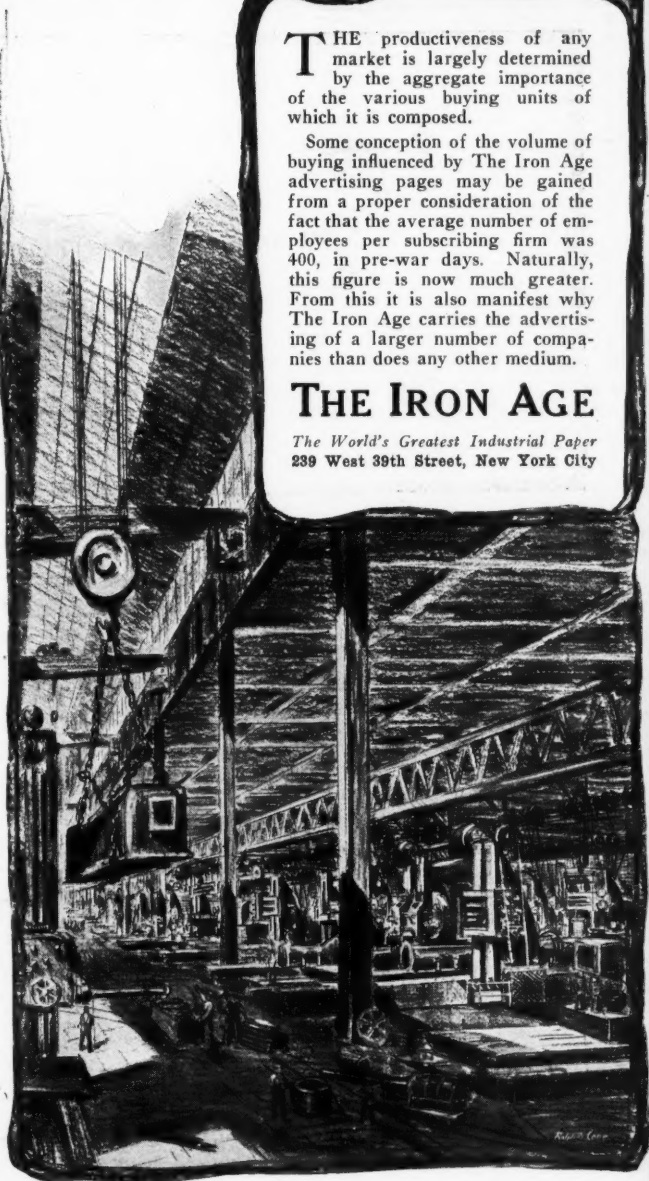
Lon Polk, formerly advertising manager of the E. H. Close Realty Company of Toledo, has joined the Arkenberg-Machen-Dowd Company of that city.

THE productiveness of any market is largely determined by the aggregate importance of the various buying units of which it is composed.

Some conception of the volume of buying influenced by The Iron Age advertising pages may be gained from a proper consideration of the fact that the average number of employees per subscribing firm was 400, in pre-war days. Naturally, this figure is now much greater. From this it is also manifest why The Iron Age carries the advertising of a larger number of companies than does any other medium.

THE IRON AGE

The World's Greatest Industrial Paper
239 West 39th Street, New York City





ALABASTINE CO.

The Alabastine Company is another of the many who have entrusted the placing of their Poster A

They are doing so for the reason that the growth of our organization over a period of many years is built upon a solid foundation, and we are rendering the highest type of service to our clients.

We have the largest staff of recognized Poster Artists today. This staff, backed by the facilities and resources of the Alabastine Company, assures the Advertiser the utmost efficiency and results through the medium of Poster Advertising.

We invite consultation.

CHICAGO

Thos. C. Alabastine

Largest Advertising Company



STINE COMPANY

of the country's leading National Advertisers
their Poster Advertising Campaigns to us.

that they have been impressed with the growth
of many years, and with the knowledge that this
nation, the keystone of which is our ideal of ren-
to our clients.

sized Poster Advertising Specialists in the field
facilities and equipment of our organization, as-
sured efficiency and productiveness possible to secure
advertising

Jack & Co.

NEW YORK

Advertising Company in the World



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"Palm Beach" Advertising Creates Extra Season for Clothing Trade

Another Example of the Practicability of Advertising Fabrics

By John Allen Murphy

ADVERTISING is a rambunctious disturber of the seasons that the weather man has failed to take into consideration. In any number of instances it has extended the selling period of short seasonal products. In other cases, by pointing out new uses and by otherwise broadening demand, advertising has made twelve-month sellers out of things that were formerly sold at only certain times in the year.

Now, in one case at least, advertising has created an entirely new season. That is the outstanding fact to be found in reviewing the campaign of the Goodall Worsted Company, advertisers of Palm Beach cloth.

In the men's clothing business, there were really only two seasons—spring and fall. In a good year, of course, the spring season started early and extended well into the summer. Also the fall season may have eaten quite a hole into winter. Generally speaking, though, the clothier had no summer season. The clothes that were worn at that time usually were bought before the heated period arrived. Certainly the retailer continued to do business during the summer, but much of it consisted of clearance sales. Instead of doing a regular business, the merchant was cleaning up, getting rid of things at cut prices and preparing for the profitable fall season that was just around the corner.

Into this hiatus of dullness, Palm Beach has stepped. It has given the clothing dealer something to sell during the summer—something that he can feature as belonging to that season.

This is an interesting example of how the increasing needs and refinements of our civilization speed up business and intensify

demand. Years ago men who did not have dress-up jobs had but one "Sunday" suit. In Northern states, usually it was a heavy one, but its owner wore it throughout the year. He sweltered in it in summer and snuggled into it in winter. Later on came the idea of two suits—one for summer and the other for winter. Each was worn about six months. For years, however, many of us have felt that even the light woolen suit, while fine for part of the year, was too pesky tight and heavy to be worn during the dog days. Hence has come into existence a third type of garment to take care of this newly felt need. It looks as though this additional type will become a necessary part of every man's wardrobe. Thus the world moves on.

MEN SHY FROM CONSPICUOUS CLOTHES

In the South, light loose-textured clothes for hot-weather wear have been popular for years, but in the North they made slow headway. The average man is very conservative in his dress. He does not like to wear anything that may make him conspicuous. Something revolutionary in the way of apparel may appeal to him, but usually he does not obey the impulse to buy it until its use has become quite common. Many a man has secretly longed for a Palm Beach suit, but he was afraid that wearing clothes of such an odd shade of tan would make him an object of attention on the street.

Hence the problem confronting the Goodall Worsted Company when it started to advertise Palm Beach four years ago, was primarily to create consumer acceptance for this new kind of summer clothes. The garments

had to be given a vogue, a standing that would overcome a man's diffidence. The feeling that because the garments were inexpensive they were not "just the thing" had to be removed. That the garments are really stylish as well as comfortable had to be established.

The company's initial invest-

especially for summer. The demand for them was very limited and the season in which they could be sold was extremely short.

The advertising has changed all this. It has broadened demand. Palm Beach clothes are worn for a longer period each summer. Palm Beach cloth is made not only in tan, but also black, in

grays, in browns, in checks and in stripes. The man who objects to the conspicuous tan can select whatever color pleases him. With the increasing popularity of these garments, which the advertising has brought about, the idea that they are not stylish or that they are cheap looking, has been dissipated.

While, of course, not comparing in volume with his spring or fall turn-over, Palm Beach sales have now climbed to proportions that warrant the dealer in giving more attention to the business. Since the season comes in a dull period, retailers have been more than generous in giving window space to these summer garments. They are glad of a chance to have something timely to display along with straw hats, silk shirts and other

summer furnishings. For the same reason the retailer has devoted a good portion of his July-August newspaper space to these hot-weather clothes.

The only fly in the ointment is price-cutting. A few dealers in some large cities have been featuring Palm Beach suits as leaders and thus making it difficult for their competitors to take a profit on the garments.

The success of the campaign of the Goodall Worsted Company is



A Lesson in Practical Economy

Inventive Science gave the world Palm Beach Cloth. But Fate decreed that it should be born in time to meet today's need for Economy and Conservation. Its delightfully porous texture—its wonderful washing qualities—its happy blend of smartness and comfort—may all be had for a fractional part of the cost of a woolen or worsted. The chaffier who specializes in the Gamine

PALM BEACH SUIT

is a good man to know. Evidently his platform is Quality and Money's Worth. In his suits you'll find the trade-marked label—your assurance of the Gamine.

THE PALM BEACH MILLS—GOODALL WORSTED COMPANY
SELLING AGENT, A. BOMAU DEPARTMENT, 225-26 AVENUE, N.Y.

This label means the Gamine. It's your safeguard against imitation.

THIS COPY EMPHASIZES ECONOMY APPEAL; ILLUSTRATION STRESSES ON STYLE

ment in advertising was small. The appropriation has grown, however, substantially each year and in 1918 it entered the six-figure column. That the advertising has been successful is evidenced by the way the Palm Beach belt in the United States has climbed northward until it now embraces a goodly portion of Canada. For the reasons already intimated in the old days retailers were not particularly enthusiastic about clothes designed

No Waste Circulation for Advertisers

Using the Oldest and Foremost Newspaper of
Baltimore, Md.



MORNING

and the

Fastest Growing Afternoon Paper in Baltimore

The Baltimore Star

The greatest circulation for each one cent a line of advertising rate is given advertisers through this combination.

The Baltimore American and The Baltimore Star are the only Republican newspapers published in Baltimore and its readers cannot be reached through any other mediums.

Advertising space can be bought in both papers independently or in combination. There is no known duplication between The Baltimore American and The Baltimore Star, because circulation is not forced through combination subscription rates, which advertisers in other Baltimore papers have to pay for under the impression they are getting unduplicated circulation.

The subscription rates of The Baltimore American and The Baltimore Star are the highest in Baltimore—both papers being sold strictly on their merits—like separate and independent newspapers, which they are.

Minimum advertising rates (5,000 lines) can be earned by using 2,500 lines in the morning and 2,500 lines in the evening. To earn 5,000-line rates in other Baltimore papers, 5,000 lines must be used in the morning as well as 5,000 lines in the evening. By comparing the respective advertising rates of Baltimore newspapers advertisers will at once see there is an enormous saving for them by using the papers that have

Circulation, Character and Influence

The Baltimore American and The Baltimore Star

For further information address

VERREE & CONKLIN, Inc.

225 Fifth Avenue.....	New York, N. Y.
28 E. Jackson Boulevard.....	Chicago, Ill.
11 Lafayette Boulevard.....	Detroit, Mich.

We Can Assure You

notwithstanding the unfair methods of some of our competitors, that you will in the future receive the same

Quality of Service

that we have been giving for many years past.

Should the Government need our space they will get it, but this will not interfere in any way with our ability to insure your deliveries *on time and right*.

We therefore confidently request that you remain loyal to us and assist us to remain loyal to our cause of *right and justice*.

So send on your business and have confidence in our ability to make good.

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

Eighth Ave., Thirty-third to Thirty-fourth Sts.

Telephone Greeley Three-Two-One-O

NEW YORK CITY

the more significant because its product is one that is regarded as unusually difficult to advertise. Its sole function is manufacturing the cloth. It does not make any suits. The company has no selling relations with the trade. Its output is sold through a selling agent, as is the custom with most mills. Its principal customers are the clothing manufacturers.

Ordinarily, when a fabric is sold in this way it loses its identity by the time it is made up into a garment. The consumer knows only the maker of the garment and in the case of private-label goods he knows only the distributor. He knows nothing at all about the mills which wove the fabric, and often he doesn't care to know anything. The brand of the manufacturer of the garment satisfies him.

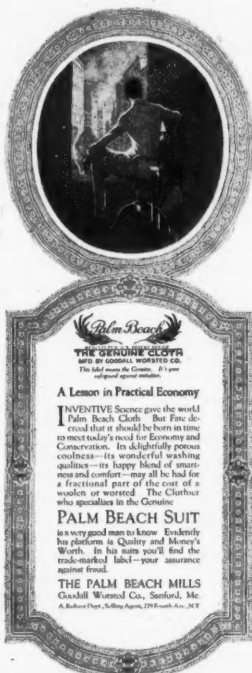
This is a hard situation for a mill to overcome. In fact, it is so difficult that only a few mills have trademarked their fabrics, and by advertising have made them known to the consumer. Strange to say most of these concerns make fabrics that are fashioned into women's clothes, although it is generally admitted that women are more interested in styles, patterns and colors than they are in fabrics. In the men's field, for the moment, the writer can recall no fabric other than Palm Beach that is advertised.

Overcoming the peculiar advertising difficulties of the textile business is largely a matter of get-

ting a new viewpoint of the market. There, of course, must be some real reason why the fabric should be advertised. Analysis, however, will often reveal this. How the whole matter can be worked is well illustrated by the Palm Beach campaign. Here is distinctive fabric of patented construction. Its most obvious use

is for light, inexpensive hot-weather clothes. What could be more sensible than to advertise that use, to create a market for clothes made of that particular fabric? Fill men with a desire to wear Palm Beach clothes, get them asking for these clothes and both the retailer and the garment manufacturer will soon fall into line. The retailer will quickly warm up to a proposition that creates new business for him and so will the manufacturer. In a nutshell that is the whole Palm Beach merchandising proposition.

The fact that Palm Beach suits are made by many different manufacturers, each selling his own output in his own way, leads to some complications. Naturally, prices vary somewhat. With all these concerns having their own make of Palm Beach suits to sell, there is strong competition for the retailer's business. Under the circumstances there can be no such thing as exclusive agencies. The manufacturer may have his exclusive agent in that town. That protects his own line, but it does not protect Palm Beach, which the other local dealers can still buy



COPY TO REACH THE MAN WHO WANTS
TO CONSERVE HIS WOOL SUIT

from other manufacturers. It is, therefore, likely that several retailers in a community will be featuring suits made of this Goodall fabric. This has caused the price-cutting that has already been alluded to.

However, this has not proved a serious problem so far. The vast majority of clothiers, especially outside of the large cities, do not have to be coaxed to take a normal profit on the suits. This business comes to the dealer as a windfall in a dull season and hence he is inclined to guard it rather carefully.

In order to keep in touch with the retail trade that sells suits made of its fabric the Goodall Worsted Company employs two travelers. These representatives have nothing to sell. Their sole duty is to sound retail sentiment and to keep the company posted as to how it stands. They go to the dealer, not so much with the idea of telling him something but rather to find out something from him. Of course if he is conducting a price war, they explain to him how much more profitable and satisfactory the business would be if he took a legitimate profit on the suits. Should he be showing some other material and calling it Palm Beach or be using Palm Beach advertising matter in connection with it, the travelers courteously point out to him the dangers of his scheme.

Incidentally the travelers discover that they can do many little things for the dealer. There are always a number of points about which he wishes information.

Altogether the company has found that the travelers form an important link between itself and the retail merchant. For this position L. S. Goldsmith, who has charge of the company's advertising, employs women. He finds that it is much easier for them to get an immediate interview with a merchant than it is for a man. Whenever a strange man approaches a retailer, he is at once set down as a salesman. The ob-

ject of a woman's visit is not so readily discernible.

Besides the travelers, the company establishes direct contact with dealers through the distribution of advertising matter. On a chance that he must be carrying Palm Beach suits, every good retail clothier in the country is sent a description of the advertising "helps" that are available for his use. No "helps" are given him unless he specifically asks for them. The company does not send the same set of matter to each merchant in a town should more than one ask for advertising. The reason for this is obvious. Clothiers like to get individuality into their displays. Few of them will use identically the same sort of material that their competitors are using.

In its advertising the Palm Beach mills have favored large-sized space—mostly pages and spreads. The copy has appeared in several national weeklies, in a number of newspapers and in business papers reaching the trade. Some painted boards have also been used.

Manufacturers using Palm Beach have not advertised the material in connection with their own brand. They have, though, been very liberal in promoting the cloth to their trade. As a rule the manufacturers have not hesitated to sew the Palm Beach label beside their own in the garments they make of this fabric. This is one thing that the advertising has brought about. It has given so much value to the Goodall trademark that clothing manufacturers know that it is an asset when attached to their garments.

As a whole the Palm Beach campaign has accomplished so much that it establishes another striking example of the practicability of fabric advertising. It must be admitted, of course, that the war has helped the campaign somewhat. The wool shortage and the consequent high price of men's clothing have opened up an opportunity for suitings that conserve wool, and at the same time can be sold at popular prices.



The regular monthly meeting of the Board of Directors of Corman Cheltenham Company, Inc., held August 19, 1918, the following resolution was offered and unanimously adopted:—

WHEREAS the name "Cheltenham" is widely used in the printing and publishing business, being a descriptive title of a popular face of printing type, the name of a well-known line of book paper and the corporate title of a long established and widely known printing and bookbinding business; and that because of these uses of the name "Cheltenham" there has been considerable confusion and misapprehension regarding Corman Cheltenham Company, Inc., which is in no wise related to any of the above mentioned enterprises,

NOW BE IT RESOLVED that the corporate name of Corman Cheltenham Company, Inc., be changed to The Corman Company, Inc., and that the officers of the Company be and they hereby are authorized to take such proper and legal steps as may be necessary to change the corporate name.

DIRECTORS

S. Wilbur Corman
Ingalls Kimball
Edward H. Wilkinson

The change in name becomes effective October 1st, 1918

The CORMAN COMPANY, Inc.
Merchandising Counsel Advertising Service
19 WEST 44TH STREET
NEW YORK

Established 1897

Southern People Are Prosperous

SOUTHERN FARMERS are planking down cold hard cash for Limousines for their families. Money is piled up in the Banks. Southern Farmers don't borrow like they used to—they don't have to—and they are getting money all the year, too. In the Spring they get Millions of Dollars from the North for their early Vegetables and Strawberries. In the Summer they get Millions more for their later Vegetables, Melons and Fruits. In the Fall they get *Billions* more for their Cotton and Corn and Tobacco and Beans and the 57 varieties of crops they raise in the South nowadays. In the Winter they get Millions more for their Canned Goods and Preserves. *A steady stream of money all the time!* And I haven't said one word about the Billions Uncle Sam is spending down here in Shipyards, Cantonments and Munition Plants.

Is this a good time to advertise in the South? No time could be better! And the Daily Newspapers are the most Economical and Effective Mediums for the Publicity.

ALABAMA

Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

Little Rock Arkansas Democrat

FLORIDA

Jacksonville Times-Union
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA

Albany Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and
Sunday American
Atlanta Journal

GEORGIA (cont.)

Augusta Herald
Macon News
Macon Telegraph
Savannah Morning News

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville Times

LOUISIANA

New Orleans Item

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Greensboro News
Raleigh Times
Rocky Mount Telegram
Salisbury Post
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston American
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean and
American

TEXAS

Beaumont Enterprise
Beaumont Journal
Ft. Worth Star-Telegram
Galveston News
Houston Post

VIRGINIA

Lynchburg News
Petersburg Daily Progress

[Prepared by Massengale Advertising Agency, Atlanta, Ga.]

Business Convention for Specialty Manufacturers

National Association Will Discuss Problems of Members at Chicago Meeting—Essentiality, Profits and Raw Materials Among the Topics on Next Week's Convention Programme

WAR-TIME topics will be the main feature of the Fifteenth Annual Convention of the National Association of Advertising Specialty Manufacturers, to be held in Chicago from September 30 to October 4. The programme has been planned so as to leave every afternoon of the convention period open for members to inspect the exhibits and to place orders for the coming year's line. On account of the unusual interest in the problems to be discussed a large attendance is expected. More than two-thirds of the members already have asked for credentials and the officials look for an attendance practically 100 per cent complete.

Among the features of the programme are the following:

An address on "Is Our Business an Essential Industry—Essential to the Winning of the War?" by George G. Greenburg, president of the Greenduck Co.; "How Can We Make Our Business More Essential to the Winning of the War?" by Chas. R. Frederickson, president of the American Art Works; "How Can We Make Our Business More Profitable—and Return 80 Per Cent of the Profits to the Government?" by Herbert H. Bigelow, president of Brown & Bigelow.

Manufacturing problems under war conditions also will be discussed by speakers representing material, labor and increased costs.

P. D. Oviatt, secretary of the National Association of Employing Lithographers, will talk on "What Is the Outlook with Regard to the Securing of Necessary Materials for Our Business

During the Balance of the War?"

Michael Peters, of Slade, Hipp & Meloy, will speak on the same subject from the tanners' and jobbers' standpoint.

John Francis Duke, of Converse & Co., will speak for cloth manufacturers, and M. E. Nickerson, of The Celluloid Company, for the celluloid makers.

A. H. R. Atwood, of the Chicago Association of Commerce, will talk on "How Can Your Industry Protect Itself in the Event of a 'Labor Draft'?"

George C. Hirst, general manager of The Osborne Company, will speak on "Increased Overhead—How to Meet It."

Another discussion will relate to price problems under war conditions, with these speakers:

H. B. Hardenburg, of H. B. Hardenburg & Co., on "The Imperativeness of Radical Increases in Prices."

Theo. R. Gerlach, vice-president of The Gerlach-Barklow Company, on "Is Price Standardization Possible—and Advisable—in Our Industry?"

R. B. Moseley, of the Merchants' Publishing Company, on "Salesmen's Compensation—Is It Necessary to Increase It Because of War Conditions?"

Another feature will be an address on "Advertising Specialty Advertising," by J. B. Short, sales manager of the Whitehead & Hoag Company, Newark, N. J.

The annual association dinner will be given on Wednesday evening, October 2. Walter Warner, treasurer of The Ketterlinus Litho. Mfg. Company, will be toastmaster and the speaker of the evening will be Henry R. Rathbone.

L. E. Pratt Establishes Washington Headquarters

Lewellyn E. Pratt, first vice-president of the Associated Advertising Clubs of the World, has established permanent headquarters in Washington, D. C. Conferences between Government officials and advertising men are of frequent occurrence, hence the importance of having the office of the vice-president, who is the chief executive of President D'Arcy's staff, at the nation's capital.

Hotel Men Urge Advertising of a Common Trade-Mark

Campaign of Associated Publicity Shorter Route to Reforms Than Legislation, Some Urge

THERE is a well-defined movement on foot among the members of the American Hotel Association to enlist advertising as a short cut to certain reforms that the association is now seeking to bring about through the slower processes of legislation.

Many of the members are expressing themselves as being in favor of having the association's emblem, a four-pointed star, copyrighted and displayed prominently by all members, so that the traveling public will instantly recognize a house showing the sign as one conforming to the standards of ethics and cleanliness required by membership in the association. Others favor the adoption of an associate trade-mark, not necessarily the star, but an appropriate design that may be copyrighted and advertised to the public as a means of identifying association hotels.

Among the reforms that the association is trying to put into effect in the various States of the Union is the so-called "True Name" law. This piece of legislation has been enacted in Massachusetts, but the process of putting it on the statute books of all the States is certain to involve long and tedious campaigning, and some of the members are inclined to believe that the same results can be achieved much more quickly and effectively by adopting a common emblem and advertising it and the principles for which it stands so that the public can judge for itself whether the hotels it goes to are of a class and nature that they desire.

R. D. McFadden, national president of the Greeters of America, and proprietor of the Pathfinder Hotel, Fremont, Nebraska, is one who takes this view. In a recent number of *The Hotel Gazette* he is quoted as saying:

"When we in Nebraska originated the definition for a hotel, rooming house, apartment house and restaurant, and had these definitions written in the statutes of Nebraska, we were doing some pioneer work which was copied by nineteen States, and we really thought we had found the remedy for standardizing and protecting the name hotel.

"It is just a matter of evolution that the 'right name' bill should now be offered as the great cure-all for these evils, pertaining to the morals and moral status of our splendid hotels. The amount of money hotel associations have spent for this sort of legislation would easily finance a splendid campaign of trade-mark advertising and promote the mutual interests of the entire membership of the American Hotel Association.

POINTS TO SUCCESS OF OTHER CO-OPERATIVE EFFORTS

"We know from experience that advertising campaigns, such as have been promulgated by manufacturers of automobile tires, crackers, pickles and beverages, are of keen interest to the public, and I feel sure that if our association trade-mark was advertised and shown only by standard hotels whose membership in our organization had been passed on by a local membership committee, the public would soon show their preference for the better hotel.

"I will predict that if the American Hotel Association will experiment with this proposition through some reliable advertising agency, that in less than a year every present association of hotel men will subordinate itself to the American, and then we will all be working along the same line, the per capita cost will be very much less and such close asso-

This border is made up of scenes from the film

"A SQUARE DEAL FOR HIS WIFE"

produced by the Universal-Industrial Department for
THE WESTERN ELECTRIC COMPANY
 and used by them in an elaborate dealer-folder in which they refer to
Universal-Industrial Films as Profit Producing Pictures

Let us show you how we can make
PROFIT-PRODUCING PICTURES for YOU,
 and distribute such pictures throughout all America.

Send us some of your advertising literature and we will plan a campaign for you—no obligations on your part.

Industrial Department

UNIVERSAL FILM MANUFACTURING COMPANY
 1600 Broadway, New York City



ciation will save many times the membership fees."

Other hotel men are expressing themselves in the same vein. In urging the adoption of a copy-righted trade-mark, another said recently:

"A hotel of the highest class, in the larger city, might have a bronze tablet with the four-pointed star upon it; a small hotel in the country town might have a white board with a black four-pointed star painted upon it. In other words, the size, class or location of a hotel is of no consequence. The only things to be considered as important are cleanliness and decency."

Advertising Makes War Exposition a Success

ADVERTISING helped to bring more than two million people to the United States Government War Exposition, which has just closed a two weeks' session at Chicago. The daily attendance considerably exceeded that of the World's Fair at Chicago.

That war-time enthusiasm had a great deal to do with the large attendance there can be no doubt. Yet, judging from the experience of the same exposition in San Francisco, the attendance would have been nothing like what it was had there not been an intensified advertising campaign.

The first week of the show in San Francisco no advertising was done. The management depended exclusively upon voluntary write-ups in the newspapers.

The result was that the first week's attendance was so far short of what was expected as to be almost a failure.

The second week paid advertising was utilized and in this way the attendance was more than doubled.

George Creel, chairman of the Committee on Public Information, was especially eager to make a big showing in Chicago, and called to his aid some Chicago advertising men. William H. Rankin divided the work among E. S. LaBart, W. D. McJunkin, P. W. Lennon,

Sam Gerson, A. D. White, Henry Schott, Louis Bruch and I. R. Parson.

Profiting by San Francisco's experience, it was planned to sell a million tickets to the exposition before the doors were opened. For this purpose \$11,000 worth of advertising was underwritten by patriotic business men. Of this space the packers bought \$4,000 worth. As a result of this campaign more than 900,000 advance tickets were sold. On one Sunday 224,000 people paid admission to the exposition. The total attendance in San Francisco for the entire two weeks was about 250,000.

The advanced tickets were sold at 25 cents each. The advertising kept right on, however, drawing people to the exposition and more than 1,000,000 paid the full admission price of 50 cents.

The advertising campaign was carried on in the newspapers and was backed up by posters, street-car signs and painted signs.

Commenting on the result of this exposition advertising, James D. Sims, of the Committee on Public Information, Bureau of Expositions, says:

"I never had a more definite realization of the power of the display ad in the newspaper."

Mazda to Help in Patriotic Window Displays

E. F. Newkirk, who is in charge of the window display service of the Edison Lamp Works of the General Electric Company at Harrison, N. J., has been appointed chairman of the committee on window displays for the Mazda Lamp Industries. The work of this committee will be carried on in co-operation with the National War Service Committee on Window Displays, the purpose being to supply all agents and distributors of Mazda lamps with patriotic window trimming material in furtherance of the Government's efforts in the various war activities.

F. C. Thomas With "Underwear and Hosiery Review"

Frank C. Thomas, formerly of *Hardware Age*, New York, has been appointed advertising manager of the *Underwear & Hosiery Review*, also of New York. D. J. Sandham, whom he succeeds, will remain with the publication.



"Carrying On"

Brand names count—and brand names as regards a service are just as important as identifying marks on merchandise.

The mark of "Advertising Service Headquarters" here in New England is the symbol of conscientious war-aiding effort—combined with sound judgment and the theme of present building for "after-we-win-the-war" conditions.

The Manternach Company
Advertising Agents
Hartford, Connecticut

"Where am I going to be

Every *thinking* man should look certain fundamental facts straight in the face.

And the most important of these facts is:

"In traveling towards success, am I on the shortest road—the safest road—the *surest* road?"

What is *your* answer?

The need of the hour is for better leaders—better executives.

As Mr. Charles M. Schwab says in his book, "Succeeding With What You Have": "When we decide to build a new plant, the question isn't 'will it pay?' but '*can we find the right man to manage it?*'"

The need for the right man is all around us

It is in every factory, every office, every industry, every selling organization.

Men with confidence, men who know—men whose ability is backed up by *knowledge* and *understanding* of the fundamentals of business are needed *everywhere*.

There is always greater respect, greater opportunity, more power, and larger salary for executive-trained men.

The Alexander Hamilton Institute offers you the successful experience of thousands of successful business men. Intensely interesting, it grips and thrills a business man with business facts and fundamentals that inspire him and help him.

The most important function an executive performs is *making decisions*, often instantaneously. To do this, here are a few of the fundamentals that your "Chief" knows, and that you, too, must train yourself to know.

The real executive knows Production—How to keep one department from being idle while another department is working overtime. That there must be no unnecessary friction. If there is loss—he studies how to remedy it. If there is waste—he learns how to prevent it.

—10 years from now?

He knows Finance—

What the company's bank account is worth to the bank—how the banks determine the value of such an account—how to secure and sustain the greatest co-operation possible from different banks.

He knows Marketing—

Your modern, high-powered executive knows selling, advertising, traffic, transportation, exporting and importing. He knows where future markets are—he is studying how to reach them profitably.

He knows Accounting—

An executive is studying production and marketing all the time—watching it with machine-like precision. His finger is on the pulse of the financial end of the business—he scrutinizes the charts and figures of the Accounting Department.

He appreciates business's relation to Government—he is beginning to go deeper into those economic principles that tend towards greater personal efficiency in labor, thru education, the personal happiness of each workman and each workman's family.

Have you any reason to believe that conditions will be any different with you in ten years unless you utilize the present in the most advantageous and profitable way you possibly can?

Look at the future

If your problem is marketing a product in an overcrowded field, the Modern Business Course and Service of the Institute will be of tremendous assistance to you.

If your problem is one of Finance, Transportation, Organization, Selling, Accounting, Greater Production, you will find help and inspiration from the very first day you enroll.

If you are seeking greater personal success, you are *certain* of winning it if you have an accurate knowledge of business fundamentals.

Ten years from now you will look back on this time and realize that it was the turning point in your life—that the Alexander Hamilton Institute Course was the guide-post that directed you to the shortest, safest, *surest* road to success.

Get further information

75,000 live-wire men are preparing for their present and future success—some are preparing for "Ten Years from Now"—some adding to success already won.

If you are determined to forge ahead, take the first step in your future success.

Send today for a copy of our 112-page book, "Forging Ahead In Business," which will be sent you free.

Alexander Hamilton Institute
21 Astor Place, New York City

Send me "FORGING AHEAD
IN BUSINESS"—Free



Name..... *Print here*

Business
Address.....

.....
Business
Position.....

The War After the War

WHEN General Pershing the other day exclaimed beside the tomb of the great French lover of liberty, "Lafayette, here we are!" he spoke for a new America—a changed America.

We are now getting used to looking beyond the oceans which formerly hemmed in our thought and enterprise. Men of vision, looking past the dawn of peace, see both the opportunity and the necessity for a great foreign trade development such as our wealth and industrial supremacy entitles us to.

At the moment when war contracts end an enormous surplus of American products will begin to accumulate. We must prepare now to provide an outlet for this surplus. We shall find it in foreign markets.

An American merchant marine has been created. Are we going to use it?

We were unprepared for war. Let us not be unprepared for peace—and that economic war for world trade which will commence with the bursting of the final shrapnel shell in Democracy's victory.

You will find a big-calibre means of sowing seeds in fertile ground for this foreign business in the next Quarterly World Wide issue of the Dry Goods Economist which will be published on October 5th (forms close Wednesday, Oct. 2d).

Dry Goods Economist

231 West Thirty-ninth Street - - New York

BRYANT 4900

Advertising Urges Citizens to Vote

Campaign in Grand Rapids, Mich., Brings Out Electors and Aids Americanization of Aliens

AN advertising campaign which had for its novel purpose persuading citizens to vote, was put through successfully in Grand Rapids, Mich., last month. While voters have frequently before been addressed in advertising which urged them to vote for one party or one specific candidate for office, the aspect of this campaign, which gives it its novelty is the fact that the advertising was a quite impartial exhortation for the voters of Grand Rapids to exercise their right of franchise, irrespective of political affiliation. The Federation of Social Agencies of Grand Rapids, which was responsible for the campaign and signed the copy, had no axe to grind. "Vote as you think right," was its motto; but be sure you do vote.

Grand Rapids newspapers declare in their published reports that the effectiveness of this advertising campaign was apparent. Although the primary held on August 27, would normally have brought out only a light vote, with hundreds of citizens away in the army, and with the summer resort season still in full swing, there was a surprisingly heavy vote cast throughout the city.

However, an equally important aspect of the advertising was its good result in accelerating the movement toward Americanization of the alien. The copy which emphasized the privilege and duty of the man already a citizen, also argued in equally strong terms that every man who enjoys the benefits of our democracy should become a responsible citizen as quickly as possible. The people of Grand Rapids were told to "persuade the tagless man to vote; send the alien to the county clerk's office."

The tag referred to was the centre of the whole campaign. It was made to hang from the

coat lapel, was attractively printed in red and blue, and bore the same message on both sides: "I am an American. I voted! Did you?" At the bottom of the tag was the message: "Wear this three days. Help make the Shirker conspicuous," and the signature, "Federation of Social

LET'S GO!

That's what the boys over there say, when action is required.

Let's GO! We—right here at home into action today, for democracy—by voting with all our strength.

Wear a tag for the flag—as our boys fight for the flag.



Wear It Early. wear it all day and for two days more.

Send the alien to the county clerk.

POLLS OPEN UNTIL 8 P. M.

FEDERATION OF SOCIAL AGENCIES
AMERICANIZATION COMMITTEE

IN THIS MANNER CITIZENS WERE URGED TO VOTE

Agencies, Americanization Committee."

For the alien who had taken out his first papers but had not yet had time to complete his naturalization, a plan was provided so that he might avoid the stigma of slackerism which applied to the complete alien or the voter who failed to exercise his right. "First-paper" men were told in the advertising to write to the Federation office, giving details

of their first declaration, and they were then given a tag stating the condition. This device made it squarely apparent that the man without a tag on election day and the two following days was either a recalcitrant citizen, or an alien who hadn't tried to get under Uncle Sam's banner other than by his physical presence in the land of the free.

No words were minced in the preliminary advertising copy which appeared in two-column space with a depth of six inches. One advertisement headed "Voter—Wear a Tag that Shows You Voted" goes on to say:

Abraham Lincoln said a democracy is "a government of the people, by the people and for the people."

An autocratic government is a government of the people, for the few and by the few.

You agree with Lincoln. You do not agree with autocracy. You are spending billions of dollars and giving thousands of lives to prevent autocracy from forcing its methods of government on to you. Voting is not wanted, and self-government in an autocracy is a fake.

You make self-government in this country a fake when you shirk the voter's duty. You make self-government in this country a fake if you are foreign-born and you live under the American flag without assuming the American Citizenship.

Are you for autocracy or against it?

August 27th is voting day.

It's the day when you prove your faith in democracy by voting.

Vote as you think right, but vote.

Every voter will be tagged on the 27th.

Ask the man who has no tag—why?

If you can't vote, get Americanized so you can.

"The early tag backs up the flag," was another headline of obvious purport. One piece of copy run the day before the election, suggested that the citizens "Hang Out Your Flags To-morrow!"

"It is Voters' Day!

"It is Democracy's Day!

"It is America's Day!

"Celebrate it!"

Preliminary copy was run prior to the day for general registration, which was August 10. Posters were placed in industrial plants and given wide general distribution. Voters were warned that they would be expected to be tagged on August 27, and that

they must prepare to vote by registering before it was too late.

That this idea of tagging the voter should spread to other cities is the opinion of the Grand Rapids *Herald*, which calls it "an unqualified success," and asserts it "produced at the polls hundreds of voters who are ordinarily total strangers to the election inspectors."

Daylo Signaling Campaign Discontinued

The American Ever Ready Works, Long Island City, N. Y., has discontinued the distribution of Daylo Signaling Codes and all advertising of these codes. This action was taken at the request of the Office of Naval Intelligence of the Navy Department, which points out the possible dangers from enemy signaling with flashlights, or confusion resulting from signaling by innocent persons, which would interfere much in the same way that amateur wireless operators formerly interfered with official wireless.

The letter from the Navy Department contains the following paragraph, indicating keen appreciation of the power of advertising:

"It is easily conceivable that if any agents or enemy informants are caught signaling, it would be a wonderful defense and alibi to claim that as a direct result of this advertisement they were amusing themselves by learning the 'Daylo Signal Code.'"

Death of Otto Koenig

Otto Koenig, president of the Christian Herald Corporation and publisher of the *Christian Herald*, New York, died at Battle Creek, Mich., September 23.

He joined the *Christian Herald* ten years ago, during the lifetime of the late Dr. Klopsch. After the latter's death Mr. Koenig was chosen for the position he occupied when he died.

Ever since the outbreak of the world war he had worked very hard to organize relief work, for which the *Christian Herald* is noted. He was born in Cincinnati 53 years ago and had traveled extensively all over the world.

At the outbreak of the Spanish-American war he enlisted in the Astor Battery and saw considerable service in the Philippines.

He was one of the trustees of the Bowery Mission and was a member of the board of managers of the Children's Home at Mont Lawn.

William H. Kiefer, at one time connected with Frank Seaman, Inc., New York, and more recently New England representative for *The Commercial Vehicle*, of the same city, has joined the New York staff of *The Farm Journal*, Philadelphia.

Keeping the Salesman from Getting "Soft"

Each One Acts As Sales Manager in Rotation

By D. A. H.

THESE are dangerous times for the salesman and the sales department. With demand far ahead of production, the salesman no longer has to fight.

On the contrary, his principal aim in life these days seems to be diplomatically to explain away short shipments or no deliveries at all, and his favorite indoor sport consists in explaining to a dealer that he shall be glad to take his order, subject to the house's ability to fill and at prices prevailing date of shipment, etc. All of which is bad for the salesman.

A salesman must keep fighting to stay good. Let him get soft and lazy and it is questionable whether he will ever get back to the old-time display of energy and fighting qualities.

Ours is a line consisting of some 200 items in food products, most of which are made up of combinations of pretty much the same materials. That is, in normal times the line consists of some 200 numbers.

Cutting our sales force down to the point where we have let go of every man we felt we could afford to drop and keeping the men upon whom we look as an investment in man power, we still have many more than we need to sell our restricted output to a market which is constantly clamoring for goods.

We feel that when the war is over and raw materials are more available there is going to be a tremendous fight for business on the part of all the houses who are seeking to recover old markets and get new ones. We believe that the intense production and the big production to which men are getting used to-day will very materially affect production after the war and that it is going to be nec-

essary to be the early bird on the job.

For that reason we are holding on to every available good salesman, figuring that we will need him on the job and right after business as soon as the wire is up. But the problem of keeping him fit and in trim and ready for a real fight is a real one. The present environment is hardly conducive to the development of fighting proclivities on the part of the salesman. His selling muscles are undoubtedly going to get soft and flabby unless he is closely watched.

To keep our men in fighting trim we are resorting to several devices.

The chief stunt which is working successfully is that of taking the men turn about and making each man sales manager for a week. We bring him into the house, give him a desk, and tell him to put on his little circus. As soon as we are once around we pay a bonus on the total sales for the week to the man who made the best showing while he was acting sales manager. This has a two-fold advantage. It gives each man a chance to study inside methods when he can best be spared from his territory, and it gets a man keyed up to real effort when he might otherwise be taking it easy on the territory. And the incentive is big enough for a man to make a good showing that he works up enough new stuff to keep the men on the road jumping fast. It also gives us a chance to see what kind of material we have for future executives. Already we are finding out that three or four of our men can show real executive ability when put at it.

Once a week we have a board meeting, and as our sales manager is a member of the firm and there-

fore a member of our board, it follows that our acting sales manager is entitled to come to the meeting, and at that time a group of men get an opportunity to study possible future material at close range and have an opportunity to get his views on business in general and our problems in particular.

After he goes back on the road this same salesman gets into line to act as credit man, and has another week in the office as assistant to the credit manager. When he goes back on the road he has a better understanding of why some orders are turned down. We have found that a week with the credit man is a wonderful schooling. In normal times we could not afford to have a man off the job for a week or two, but under present conditions we do not really lose any business.

We realize that having a salesman around is in many respects a real nuisance to the sales manager and to the credit manager, but we are learning that the time spent in the house in that sort of work is of wonderful value to the man.

The men who are now with us on the sales force are men with whom we could dispense at the moment, but they are here because we will need them when we get back to normal times.

It is genuine work having them around to teach and train, and much time is spent with them in discussion which has no direct bearing on present business conditions.

On the other hand, it is making our men think. It is putting them where we can see if they really have brains or not. It is enabling us to teach our men many things which they will find to good advantage when production again becomes normal and we will want those men to go out and beat the competition to the business.

Best of all, it is keeping our sales force in training. It is keeping every man on his toes, as it were; keeping him in trim and helping to prevent his becoming soft and fat and lazy sitting around hotel lobbies, playing pinocle, only to find himself out

of the running when the house will need his best efforts.

If there is any pro-German propaganda planned which will take in the American salesman the Kaiser's plan man has undoubtedly been trying to work out a scheme which will put our salesman at the mercy of his hired men when the war is over. We mean to prevent this by having ready when the time comes a little army of well-trained, hardened and intelligently active men who will go out and not only recover our own market, but grab off a few thousand dollars of the business which used to go to German competitors. Just as soon as raw materials are again available in sizable quantities we propose to be on the job first.

A. E. F. May Get Christmas Gifts

Every soldier in the American Expeditionary Forces may be sent one Christmas package from home, according to an announcement made by the War Department last week. There will be a standard container, 9x4x3 inches in size, and these containers will be distributed through local Red Cross chapters. The weight limit will be three pounds. To insure delivery by Christmas, all packages must be mailed by November 15.

But one package may be sent to an individual.

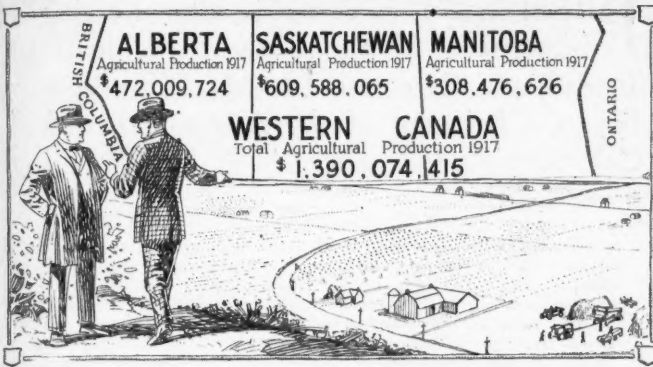
In order to insure the limitation of one package per man, which in itself will consume a very large amount of tonnage, a plan has been worked out by which General Pershing is forwarding to the War Department coupons on which is inscribed the correct name and address of the members of the American Expeditionary Forces. These coupons will be distributed upon application and no package will be forwarded without a coupon.

Norval Hawkins in Ordnance Department

Norval A. Hawkins, sales manager of the Ford Motor Company, Detroit, has entered the Ordnance Department of the Army as an assistant to Major George D. Wilcox, who is in charge of the motor transport service for the Detroit district.

Montreal "Gazette" Goes to Three Cents

The Montreal *Gazette*, on September 23, raised its subscription price to 3 cents per copy for street sales and \$8 per annum delivered. The former price was 2 cents a copy or \$6 a year.



"Here is Your Market"—

SO far as Western Canada is concerned, most people live "in the country." The last Dominion Census shows that 64.31% of Westerners are farmers and ranchers. Therefore the farmer represents your **BIGGEST MARKET** in the West.

Not only are the farmers numerically greater, but they are by far the largest consumers of goods per capita. It is the "farm trade" that supports the dealers in the small towns. The needs of the agriculturists are more diversified and most important from your standpoint because they buy for their personal needs, for their families' requirements, and for the operation of their farms.

These farmers—this 65% of the West—represent a great and increasing faction of Canada's buying power.

Automobiles increased 80% last year in Western Canada. (Indicative of Greater Wealth.)

The Tractor finds its largest and readiest market in the West. (Indicative of Greater Production.)

The Western Farmer is producing, expanding and consuming at high speed. (Indicative of a Big Market for You.)

These people should be familiar with your Trade Name and merits of your goods. This applies to practically all classifications of merchandise.

You should commence this fall to cultivate this market. These four papers have great influence among consumers and dealers. You can cover Western Canada adequately by advertising in them.

Write these papers for rates, circulations, etc., and for details of the market which exists in Western Canada for your goods. Or take up with your Advertising Agency now the question of using these papers THIS FALL.

THE FARM PAPERS of Western Canada

"Farmer's Advocate"
(Weekly) WINNIPEG
(Member A.B.C.)

"Grain Growers' Guide"
(Weekly) WINNIPEG
(Member A.B.C.)

"Nor'-West Farmer"
(Semi-Monthly) WINNIPEG
(Member A.B.C.)

"Canadian Thresherman and Farmer"
(Monthly) WINNIPEG
(Member A.B.C.)

PRESIDENT WILSON, after hearing a statement of the aims and ideals of Trench and Camp, sent to Mr. John Stewart Bryan, Chairman of the Advisory Board of Co-operating Publishers, a letter containing these words:

"I understand that this is to be in a very special sense a soldier's newspaper, and that it will no doubt be devoted in substantial part to matters of local and peculiar interest in the camps in which they appear; but that they will also have a general influence in interpreting to the soldiers the hope and enthusiasm of the nation behind them, and interpreting to the nation the fine determination and spirit of our men in arms.

"It is important that there should be no loss of touch between the nation and its soldiers, and the series of papers so generously provided will be helpful in maintaining the spirit and understanding of both."

TRENCH AND CAMP

is a weekly newspaper which appears simultaneously and with identical aims in more than forty of the training camps and cantonments in the United States.

It is published under the auspices of the National War Work Council of the Young Men's Christian Association of the United States and is printed by newspapers in cities adjacent to the camps and cantonments, under a co-operative plan.

Trench and Camp was conceived as and still remains a purely philanthropic, thoroughly non-commercial enterprise on the part of the National War Work Council of the Young Men's Christian Association of the United States and the American publishers.

One half of the weekly newspaper is national in character, its contents applying to all of the camps and soldiering in general. This half of the paper is sent out weekly from the National Headquarters of Trench and Camp and appears identically in all of the thirty-six editions. The pages in this half of the paper are filled with editorials, cartoons, poems and stories, drawn or written by soldiers in the various camps and cantonments; special articles on military matters, social hygiene, geography, the French language and other informative matter.

The other half of Trench and Camp is purely local, all of the matter dealing exclusively with the life and activities of the camp in which the edition appears.

Trench and Camp has found a permanent place in the life of the American soldier in training at home. The paper was accorded a most enthusiastic welcome when it first made its appearance in the camps and still retains the highest favor among the soldiers, who eagerly look forward to and clamor for each issue.

WHAT the National Advertiser thinks of Camp newspapers is indicated by the number who have used or are using them:

Gillette Safety Razor Co.
Abercrombie & Fitch
American Safety Razor Co. (Eveready)
Sloan's Liniment
Colgate & Co.
Lyon & Healy (Musical Instruments)
Albion Co.
American Chicle Co.
Mable, Todd & Co.
Alfred Nelson & Co. (Uniforms)
Harper & Bros.
F. A. Stokes
John Wanamaker
Columbia Graphophone
Wrigley's Chewing Gum

Bevo
Herman Shoe Co.
S. M. Bixby Co. (Shoe Polish)
Ostby & Barton
Sweet's Co. of America
Mentholum Co.
Cox's Bank (London, England)
Carlyle Club (London, England)
Brown Brothers (Bankers)
Guaranty Trust Co.
Palm Olive Soap
Taylor Instrument Co.
L. W. Sweet & Co.
Nathan Novelty Co.
B. F. Goodrich Co.

TRENCH and CAMP Sold as Unit to National Advertisers in Twenty Camps

While Trench & Camp is published in over 40 camps, not all of the editions accept advertising. The co-operating publishers of the following 20 editions have authorized their chairman, Mr. John Stewart Bryan, to solicit national advertising for them as a whole, such advertising to be included in the matrix pages sent out from headquarters in New York.

TRENCH AND CAMP

Published weekly at the National Camps and Cantonments for the soldiers of the United States

National Headquarters

Room 1711, 347 Madison Avenue, New York City

JOHN STEWART BRYAN

Chairman of Advisory Board of Co-operating Publishers

Camp and Location	Newspaper	Circulation
Buffalo Military District, embracing ten Camps	Buffalo Evening News	10,000
Charleston Naval Station	Charleston News and Courier	10,000
Camp Cody, Deming, N. Mex.	El Paso Herald	10,000
Camp Custer, Battle Creek, Mich.	Battle Creek Enquirer-News	9,000
Camp Devens, Ayer, Mass.	Boston Globe	6,000
Camp Doniphan, Fort Sill, Okla.	Oklahoma City, Oklahoma	7,500
Camp Fremont, Palo Alto, Cal.	San Francisco Bulletin	10,000
Camp Gordon, Atlanta, Ga.	Atlanta Constitution	10,000
Camp Grant, Rockford, Ill.	The Chicago Daily News	15,000
Camp Hancock, Augusta, Ga.	Augusta Herald	12,000
Camp Jackson, Columbia, S. C.	Columbia State	8,000
Camp Kearny, Linda Vista, Cal.	Los Angeles Times	12,000
Camp Lee, Petersburg, Va.	Richmond News Leader	20,000
Camp McArthur, Waco, Texas	Waco Morning News	8,000
Camp McClellan, Anniston, Ala.	Birmingham (Ala.) News	10,000
Camp Meade, Admiral, Md.	Washington, (D. C.) Evening Star	12,000
Camp Sevier, Greenville, S. C.	Greenville Daily News	10,000
Camp Sheridan, Montgomery, Ala.	Montgomery Advertiser	11,000
Camp Upton, Yaphank, L. I., N. Y.	New York World	7,000
Camp Wheeler, Macon, Ga.	Macon Telegraph	14,000

Published under the auspices of the National War Work Council, Y. M. C. A. of the United States, with the co-operation of the above named papers.

TWENTY PAPERS, TOTAL CIRCULATION 211,500

Combination Rate, per line, \$1.47

EMBARKATION CAMP EDITION, "GOING OVER"

Published Mondays Circulation 75,000 Rate 25c per line

National Advertising Representatives: COOKE & DELACORTE, Inc., 154 Nassau St., New York

How Millions Are Spent to Produce Billions

The County Agent (Co-operative Agricultural Extension) movement in the United States is the most practical, effective and far-reaching influence for improved agriculture and better living conditions in rural homes, that has ever been inaugurated in any country in the world.

There are already 5,035 County Agents and Home Demonstration Agents (regular and emergency) actively employed,—27 million dollars has been devoted to the work up to June 30, 1918— and upwards of three million farm families are being aided and advised in their farm operations by County Agents,— and the numbers so aided are rapidly increasing.

CONTENTS

Chapter I.—A Definition of County Agents.
Chapter II.—Nature and Extent of County Agent Work.
Chapter III.—A Definition of Home Demonstration Agents.
Chapter IV.—A Definition of Emergency Agents.
Chapter V.—Supervision of County Agent Work.
Chapter VI.—Funds Appropriated for County Agent Work.
Chapter VII.—Sources from Which County Agent Funds Are Derived.
Chapter VIII.—Permanency of County Agent Work. The Smith-Lever Act.
Chapter IX.—Annual Increases in Appropriations for County Agent Work.
Chapter X.—Qualifications for County Agent Appointment.
Chapter XI.—Salaries of County Agents.
Chapter XII.—Farm Bureau Organization.
Chapter XIII.—Number of Farm Families Served by County Agents.
Chapter XIV.—Success of County Agent Movement.
Chapter XV.—Government Literature on County Agent Movement.
Chapter XVI.—Publication of Results Achieved by County Agents.
Chapter XVII.—Summary.
Chapter XVIII.—Some Examples of the Value of County Agent Work.
Chapter XIX.—Some Expressions from County Agents Regarding Co-operation.

To provide business men with brief, yet specific information regarding the County Agent movement, we have published a descriptive booklet. It is arranged in question and answer form,—classified by chapters and indexed. Note table of contents hereon.

Proofs of this booklet were submitted before publication to Hon. David F. Houston, Secretary of Agriculture, and many of the statements and estimates contained therein were revised by the States Relations Service, which has charge of the Co-operative Agricultural Extension Work.

The extent, influence and importance of County Agent work and its value,—not only to America, but to the whole world,—is being generally realized. The information given in this little booklet will be of value to everyone interested in American agriculture.

Ask for booklet C. A copy sent free upon request.

DUANE W. GAYLORD, *Publisher*

**American
Farming**
Estab.
1906

Chicago

Paul W. Minnick, Eastern Rep., 23 East 26th St., New York.

The Advertising Sequel to the Ban on Beer

Prediction Is Made That There Are Palmy Days Ahead for New Varieties of Soft Drinks

THERE is most interesting opportunity for conjecture as to the advertising sequel to the ban on beer. Obviously the American public will seek for some substitute for the beer which it is to be denied, by the President's order, "for the duration of the war." If there was any doubt on this score it would be dispelled by the reports that have lately come to the Department of Justice at Washington recounting a tremendous increase in the consumption of narcotics in the communities which have become "dry" by reason of State law or because located within a military or naval "zone."

Without ascribing to beer any such hold upon its devotees as is exercised in some cases by stronger drink, it is the opinion of the Government experts on beers and light wines that the cutting off of supplies of these beverages will be followed by a quest on the part of the public for specialties in replacement. Moreover, it is their conviction that the advertising salvation for the situation, if any is to be found, must be found among liquids. Chewing gum, tobacco, confectionery, or other far-fetched substitutes cannot in any considerable degree take over the patronage accorded beer.

If the President's proclamation were merely along the lines of the prohibition legislation that has been enacted in a number of States, the solution would be simple—an effort could be made to replace beer by "near beers," so-called. However the object now is to conserve our resources of grain, etc., and so the ban extends to all cereal beverages as well as to beer. This leaves only the soft drinks as candidates to fill the places vacated, and bottlers of soft drinks cannot meet present demand, much less take care of

new customers with their present facilities for manufacture.

There is, however, on the part of Uncle Sam's experts who are in a position to look at the whole situation impartially, a conviction that the new opportunities are pre-eminently opportunities for soft-drink producers. It is the soft-drink men who have an opportunity such as they have never before enjoyed to recruit new patronage, a considerable portion of which may stick after the war, even should beer "come back."

NEW FORMULAS, OCCASIONED BY SUGAR RESTRICTIONS

From an advertising standpoint not the least interesting phase of the situation that now confronts the soft-drink trade is found in the necessity of popularizing new drinks for reconciling customers to a revised formula just at the juncture when all available energies might profitably be devoted to capturing the trade of the erstwhile beer or near-beer drinkers. This all comes about through the sugar situation, which has operated to restrict each bottler to 50 per cent of the sugar which his manufactory consumed in 1917. In order to take care of his old trade, much less seize any of the new business, the average bottler is obliged to make the most extensive possible use of sugar substitutes, and right here we get our clue to the advertising sequel of the situation affecting light beverages.

Only vigorous advertising is needed to establish for some of the soft-drink novelties places in popular esteem that would probably be held after the country has returned to normal conditions, regardless of how hard long-established favorite drinks may try to come back.

Government experts are pretty

well qualified to express opinions on this subject because Uncle Sam has had an experimental bottling plant in operation continuously for some months past. Experts in the service of the Department of Agriculture have labored unceasingly to devise for the commercial trade soft-drink formulas that permit the employment of sugar substitutes to a considerable extent. Dozens of new formulas have been prepared and are standing up well under the test of everyday commercial practice. How extensive has been the interest in this constructive work on the part of the Government may be surmised from the fact that for some of the new formulas as many as 25,000 requests have been received. To be sure there are only about 10,000 bottlers in the United States, but there are 100,000 soda fountain proprietors, not a few of whom manufacture their own soft drinks.

The Federal prospectors in the bottled soft-drink field have devised formulas that make use of such sugar substitutes as glucose, maltose syrup, honey, grape sugar, corn syrup and refiners' syrup. The use of maltose syrup has resulted in the evolution of creamy sarsaparilla that is said to be an improvement upon the sarsaparillas heretofore on the market. In order to obtain flavors that would satisfy the public prejudiced in favor of familiar drinks rich in sugar content, thousands of experiments were made employing different combinations of ingredients, but the experimenters have not had to be content merely with approximating the quality of the sugared soft drinks. To cite only one instance where new flavors are superior to the old, it may be mentioned that there has been evolved a combination of glucose and honey that has yielded a drink superior, in the estimation of competent judges, to any sugar drink heretofore on the market.

The question may well be asked, however, to what extent all this work will save the present situation, seeing that even these new-

found substitutes require in most instances the inclusion of a certain amount of sugar in the formula. The answer is that Governmental aid will enable soft-drink manufacturers to take advantage of a much larger portion of their present exceptional opportunities than they otherwise could. Take, by way of illustration, the case of a bottler who has heretofore been engaged in the manufacture of acid products such as the phosphate drinks which require one and one-quarter ounces of sugar (a heaping tablespoonful) to every half-pint bottle. This bottler, allowed only 50 per cent of his last year's sugar supply, need not rest content with placing on the market only half as many bottles of his product as he sold last year. He can stretch his sugar resources by shifting to the production of some of the so-called kola drinks which require but three-fourths of an ounce of sugar to the half-pint bottle or to sarsaparilla or root beer, which require but one-half ounce of sugar. Better yet, however, he can turn to one of Uncle Sam's new formulas, where reliance is placed chiefly upon sugar substitutes and by doling out his pure sugar in small amounts as required by these combinations, obtain an aggregate output of surprising proportions.

The complaints that have come from adopters of the new formulas have been due in no instance to disappointment over flavors, but to alleged lack of keeping quality of the drinks in which sugar has been skimped. The Federal experts at Washington are prepared for such objections, and in refutation they submit bottles of lemon sour and ginger ale and orange drinks that have kept up with the perfect clarity for months. If all syrups are boiled and production is carried on in sanitary surroundings it is claimed that there will be freedom from fermentation troubles and an absence of the development of any appreciable off flavor or sedimentation upon storage.

CONSERVATION OF PAPER

*For the People
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, has carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

SEAMAN PAPER COMPANY

Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Western Agents: GENERAL PAPER COMPANY

Seattle

Portland

San Francisco

Los Angeles

Builders and distributors of paper for every known use

New Liberty-Loan Posters Reflect the War Spirit

Ten Million Copies to Be Distributed During the Coming Campaign—Some Striking Appeals

POSTERS are to be generously employed in putting across the Fourth Liberty Loan in the three weeks' campaign that opens on Saturday, September 28. In the three preceding drives posters exerted a very important influence in promoting subscriptions to the loans. They were to be seen everywhere, from country hamlets and cross-roads to the remote corners of metropolitan cities. The man who could not read could catch the meaning the pictures conveyed.

In accordance with the unwritten rule that the posters employed in one campaign must not be used in any subsequent campaign, a brand new series has been prepared for the Fourth Liberty Bond drive. The artists have had plenty of time to prepare the posters and cards—it was no hurry-up job—and the results are satisfactory to the committee, although laymen who do not know much about art will probably criticize two of them because of their smudgy appearance.

The competition was open to all Americans and the designs were selected without reference to the name or standing of the artists. The committee which passed upon the work of the artists consisted of R. C. Leffingwell,

Assistant Secretary of the Treasury; George R. Cooksey, Assistant to Secretary McAdoo; Louis B. Franklin, Director of War Organizations; Clarkson Potter, assistant director; Frank R. Wilson, Director of Publicity, and Labert St. Clair, assistant director, and R. W. Emerson, Chief of the Division of Publications.

When the committee had finished its work it was found that all of the artists whose designs were accepted were members of the Division of Pictorial Publicity Committee, of which Charles Dana Gibson is chairman.

One of the most virile and ostensibly one of the most spirited of the posters that reflect the heart and soul of the war, shows a soldier stripped for the fight, his shirt torn and ragged at the sleeves,

charging with gun in one hand and in the other a grenade, which he is preparing to hurl at a Hun, whose head can be seen above the top of a trench. Beyond may be seen the smoke of battle blotting out what lies in the distance. "Lend the Way They Fight! Buy Bonds to Your Utmost!" is the slogan which the poster carries. The design, the work of E. M. Ashe, is contributed by the Second Federal District's Publicity Committee.

Walter Whitehead's "Come On!"



ONE OF THE MOST STRIKING POSTERS OF THE NEW DRIVE

The Religious Press

Because it stands as does no other class of periodicals—

for patriotic service;

for loyalty;

for Americanism;

for righteousness in public, business, family and private life;

for education;

for philanthropy;

for religion—

the Religious Press of America offers to worthy advertisers—and to no others—the confidence of millions of people—a constituency, unequalled, unapproached in character, in intelligence, in desirability.

—Unlike other periodicals, the Religious Press, as a class, has not asked advertisers to pay increased production costs by rate advances

Master Letters In Business

This Book Free—Announces the "Case System" of Training in Business Letter-Writing Offered by LaSalle Extension University

Business men will read our book, "Master Letters In Business," with amazement.

Executives are aroused as never before to the supreme importance of effective letters. It is one of the strange facts of business history that the art of successful letter-writing until recently, has been so little heeded by business men and employees. Many executives in important positions now frankly acknowledge their letter-writing deficiencies and are willing and anxious to have their correspondence supervised by an expert.

The LaSalle Course in Business Letter-Writing grapples with this great problem in a new way—and for your benefit. If you are a business man, employer or employee, you need this. You can profit from this master-drill in living letters of today. There is a crying need among business houses everywhere for men who can write letters that bring sales at lowest cost—letters that collect money from stubborn debtors—letters that open new accounts—letters that build good will—letters that help the trade—letters that handle complaints and reconcile them—letters that pave the way for the salesmen.

This new course does this very thing, not upon theory but by direct personal practice under the inspiration of men who are ranked among the most expert business letter writers in the country.

Keen executives know that there are a hundred different ways in which forceful letters can be used to bring profits and prestige in business. Your letters are YOU. Good letters bring success. Your personality, your tact, your diplomacy, intelligence and ability are reflected in your letters. You can learn how to make your letters what they should be by the one method supremely calculated to accomplish this result for you—by developing your own initiative.

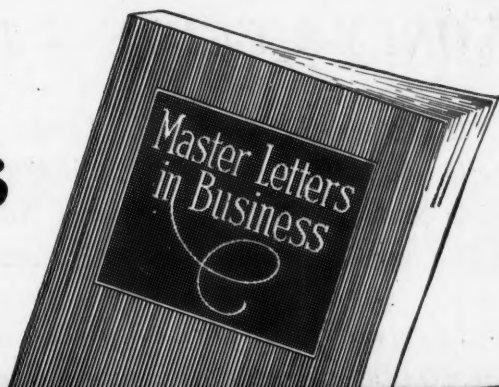
Learn By the "Case System"

LaSalle is the first educational institution to launch a complete yet simple and practical course in letter-writing on the "Case System." This means that you now have the opportunity to become a skilled letter writer by writing letters to cover actual cases and situations in business, comparing your work with master letters that have produced extraordinary results, and by having the direct criticism of master letter writers helping you make your letters like theirs.

Under the LaSalle plan you learn to do by doing. This is the first and only extension course in letter-writing that has made a direct and thorough application of the "Case System." It follows very closely the famous method of studying law, which is used in noted University Law schools. In many respects it is similar to the laboratory method, whereby you

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System Train By Mail

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to get in touch with the best work of
skilled letter writers of national rep-
utation—men who have written letters
that have revolutionized conditions
and produced astonishing results—if
you want to train under such men as
these, then this is the course you need.

If you want to be able to make keen letter
analysis and strong constructive criticisms
so as to qualify as a letter-executive or letter-
supervisor, with a complete mastery of the
strategy and diplomacy of good correspon-
dence, and at the same time be able to make
such letters for yourself—send now for a
free copy of our illustrated book, "Master
Letters In Business," which tells this story
complete and introduces you to many of the
ablest men and women in this great new pro-
fession of business letter-writing. Below is
the coupon that will bring you the book; and
with it all the facts concerning the new course,
all without any obligation on your part.

LASALLE EXTENSION UNIVERSITY

Post. 959-BLW

"The World's Greatest Extension University"

Chicago, Illinois

Without cost or obligation on my part, please send me particulars regarding your new
Home-Training Course and Service in Business Letter Writing.

Name

Present Position

Address

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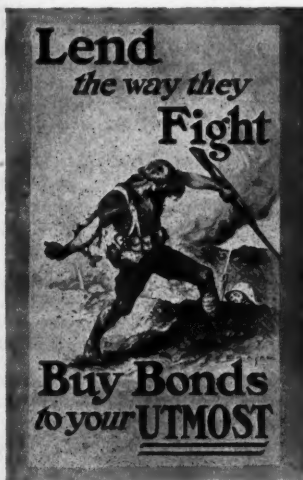
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With the ranks of your valuable men heavily drained by the two drafts, you must make minutes take the place of the men who have gone or who will go.

The Dictaphone saves practically one-half the time needed to write each letter when each letter has to be written twice, once in shorthand, again on the typewriter. Better letters, too, at one-third cost.

The Dictaphone can be used any hour of the day or night that suits the busy executive.

Phone to nearest branch office or write us for demonstration in *your* office, on *your* work. Ask for valuable, free booklet, "The Man at the Desk."

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Registered in the U. S. and Foreign Countries

Dept. 134-I, Woolworth Building, New York

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"Buy War Savings Stamps"

Putting the Woman on the Job

(Continued from page 6)

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To bring out the best that is in this girl, offer her two things.



"The Same Postage But More Orders"

"Gentlemen—It would cost us 60c to send our catalog first-class mail, attached to our sales-letter. Yet with **Shuman's Mailing Attachment** we accomplish practically the same result at the cost of 13c—a saving of 47c per catalog.

"And experience has taught me that we *must* send our sales-letter attached to our catalog before he gets his information. Again, catalogs entering large offices do not always find their proper destination. Many a time, a prospective purchaser writes for another catalog when the first one sent is re-writing in the office boy's wastebasket.

"So strongly do I feel the sales-necessity of sending our catalogs attached to our letters that I would recommend we send them first class—but this, very fortunately, is not necessary. **Shuman's Mailing Attachment** delivers both the sales-letter and catalog as a unit into our Buyer's hands for the same postage as when they are sent separately.

"**Shuman's Mailing Attachment** will save us a big postage bill and increase our sales this year."

Send for this booklet, "REACHING the BUYER" It will give you a new angle on reducing your cost per sale.



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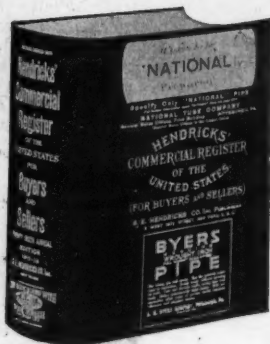
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Published Exclusively by

S. E. HENDRICKS CO., Inc. 2 West 13th Street
NEW YORK CITY

SIGN THIS OR PIN IT TO ONE OF YOUR LETTERHEADS AND MAIL

S. E. HENDRICKS CO., INC.
2 West 13th Street, New York City

GENTLEMEN:

Please send me, subject to our approval, One Copy of HENDRICKS' COMMERCIAL REGISTER, \$10.00 (1918 edition).

If found satisfactory, we will remit the amount called for within Ten Days after delivery of Register, and if not satisfactory, we will return the book within Ten Days after receipt.

Name.....

Mark for Mr..... P. O. Address.....

Fair wages? Yes—but the second is of greater importance. Offer her *training*. She is fresh from school, used to study, eager to go on learning. Make her feel that every day she spends in your offices or factory is the same as a day spent in a great industrial school, learning a profession or a trade.

Sears, Roebuck & Co. teach typing to bright young girls. Is it any wonder that eighteen-year-old eyes see there a promise of advancement?

EMPLOYMENT IN WHICH THE OLDER WOMEN EXCEL

The woman of thirty-five—and there is an amazing number of that age “enlisting” nowadays—what can she do for you? How can the domestic ability which she has developed in her own home be turned to practical account in business?

I can, of course, only give you my personal opinion. This woman belongs in a factory—not an office. She is skillful with her hands and “tidy,” as one employer put it. She is used to “picking up,” “sorting,” “packing away.” She can slip into the routine work of almost any kind of manufacturing process with virtually no trouble at all.

And, now we come to the “mother”—the woman who in many cases has given her all to the service and feels, rightly, of course, that the Government owes her a living.

She is none too quick with her hands and it is long since she “bothered with figures.” This she tells you herself, simply, and with quiet faith in your willingness to help her in spite of her own helplessness. Your heart goes out to her—and you feel that you *must* find her profitable employment somewhere, somehow.

Quite probably you'll disagree with me when I tell you how I classify these women. But unless you've tried them out, you are in no position to judge. These women—quiet, unassuming, humble little women—these, if you

please, Mr. Manufacturer, are your *executives*.

They *unconsciously* command respect. Girls and younger women will take orders from them without hesitation. Perhaps that is because they inspire no jealous resentment in others—and, perhaps (who knows?) it's simply because they're trained in a business of inestimable importance—the business of being good mothers.

Taken all in all, women have done far more than employers thought them capable of doing before war-time conditions forced an altered viewpoint on an uncounted number of subjects. They have saved the day for manufacturers in two vital respects. They are *making*, and they are *buying*.

With the money which they earn by their physical strength or mental ability they are buying the things which enable a certain class of factories to keep open—and allow our shops to keep busy and prosperous.

The manager of a large chain of drug stores said recently in this connection:

“We are selling more high grade toilet articles in our so-called ‘poor neighborhood’ stores than we are in those in the more exclusive districts. Why? Because the working girl is now earning money with which she may purchase the things she has long desired. The wealthy girl is still depending on the allowance she receives from her father, which is, in many cases, a great deal smaller than the average woman's working wage.”

What the future will bring—what these new labor conditions foreshadow for the time when the boys shall come home to reclaim their “borrowed” positions and the salaries that go with them, we can only guess. But, in the meantime, let us keep on recruiting, enlisting and training our women. Let us help them to improve. *And let us give them full credit for the things they have done—and are doing.*

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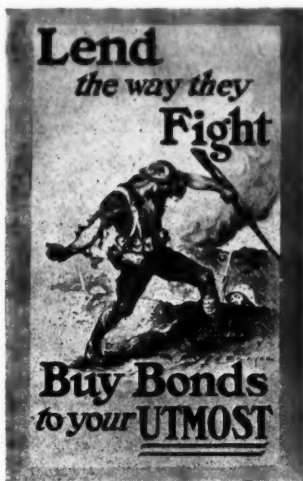
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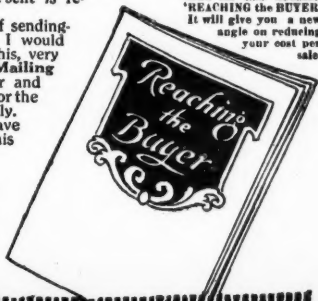
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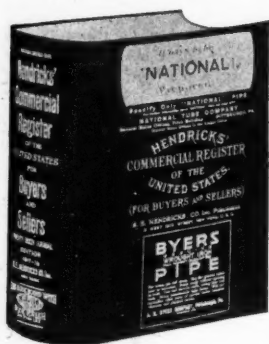
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EMPLOYMENT IN WHICH THE OLDER WOMEN EXCEL

The woman of thirty-five—and there is an amazing number of that age “enlisting” nowadays—what can she do for you? How can the domestic ability which she has developed in her own home be turned to practical account in business?

I can, of course, only give you my personal opinion. This woman belongs in a factory—not an office. She is skillful with her hands and “tidy,” as one employer put it. She is used to “picking up,” “sorting,” “packing away.” She can slip into the routine work of almost any kind of manufacturing process with virtually no trouble at all.

And, now we come to the “mother”—the woman who in many cases has given her all to the service and feels, rightly, of course, that the Government owes her a living.

She is none too quick with her hands and it is long since she “bothered with figures.” This she tells you herself, simply, and with quiet faith in your willingness to help her in spite of her own helplessness. Your heart goes out to her—and you feel that you *must* find her profitable employment somewhere, somehow.

Quite probably you'll disagree with me when I tell you how I classify these women. But unless you've tried them out, you are in no position to judge. These women—quiet, unassuming, humble little women—these, if you

please, Mr. Manufacturer, are your *executives*.

They *unconsciously* command respect. Girls and younger women will take orders from them without hesitation. Perhaps that is because they inspire no jealous resentment in others—and, perhaps (who knows?) it's simply because they're trained in a business of inestimable importance—the business of being good mothers.

Taken all in all, women have done far more than employers thought them capable of doing before war-time conditions forced an altered viewpoint on an uncounted number of subjects. They have saved the day for manufacturers in two vital respects. They are *making*, and they are *buying*.

With the money which they earn by their physical strength or mental ability they are buying the things which enable a certain class of factories to keep open—and allow our shops to keep busy and prosperous.

The manager of a large chain of drug stores said recently in this connection:

“We are selling more high grade toilet articles in our so-called ‘poor neighborhood’ stores than we are in those in the more exclusive districts. Why? Because the working girl is now earning money with which she may purchase the things she has long desired. The wealthy girl is still depending on the allowance she receives from her father, which is, in many cases, a great deal smaller than the average woman's working wage.”

What the future will bring—what these new labor conditions foreshadow for the time when the boys shall come home to reclaim their “borrowed” positions and the salaries that go with them, we can only guess. But, in the meantime, let us keep on recruiting, enlisting and training our women. Let us help them to improve. *And let us give them full credit for the things they have done—and are doing.*

The Farmer, the Retailer and the Mail-Order House

How the Doctrine of "Community Development" Has Injected a New Angle into Their Three-Cornered Conflict

By Douglas Emery

SOME time ago I asked a big national advertiser what problem, of all those which were blowing up like storm clouds on his horizon, he was watching most closely. He answered without a bit of hesitation:

"The situation of the small-town retailer.

"For," he went on in explanation, "the retailers of our cities, towns and villages are not only of enormous and obvious importance themselves to every manufacturer distributing through that channel, but they are a valuable guide to the conditions of the country in general. The public's attitude—its general prosperity, or its tendency to be a bit economical—is reflected first of all across the counters of the retail store. Retail conditions are the barometer by which we learn how to trim our business sales."

This manufacturer voiced, I happen to know, an opinion very widely held among national advertisers. And they are studying the retail situation to-day with especial interest, because in those sections away from the regions of war manufacturing—out through the Middle West, for instance—the retailer has had a number of particularly vexing problems to deal with of late. Of these, the "mail-order menace" (to use the name fastened to the catalogue houses by their enemies) is not the least. There is no disputing the fact that the mail-order business is increasing; and in some—though not all—cases this increase means lessened sales for the local retailer.

There is a movement now under way which is tending to counteract the drift toward mail-order buying. It is not an attack upon the mail-order business; it is entirely legitimate in character; and

because of its growing importance, it seems worth recording in the pages of *PRINTERS' INK*. This movement has as its nucleus the idea of stimulating trade for a town by making the town *a better place to trade in*. It involves better merchandising on the part of the local stores; co-operative efforts toward community development which are to the advantage of both the citizens and the farmers who visit the town; and a more complete socialization of farm life, working with the social life of the town as a nucleus. There are not a few authorities in touch with this subject who believe that it has for the near future tremendous possibilities, not the least of which is the hope that it may check the drift of young men away from the farm to the big cities. It is certainly a movement important enough, therefore, to be worth the attention of advertisers and advertising men.

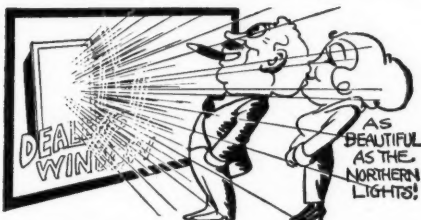
THE LURE OF THE NEW SORT OF SMALL TOWN

I can perhaps best illustrate the effect this movement is having on the towns which have taken it up by telling you about a man I know who was born and brought up in a little village in the Middle West. He left home at the age of 17, and has never been back. And nothing on earth, so he says, could induce him to return there to live.

And yet the overwhelming ambition of this man's life is to make enough money to go to another small town in Southern California and spend the rest of his life there.

These two towns are about the same size; each is the focal point for a rich agricultural back-country; neither is near a large city. It struck me as odd that a man should have fought so hard to get away from one town and be so

Sig-No-Graph Windows Compel Attention



People don't pass an unusual sight without notice. They stop to look, and, if the object is attractive, to admire. A window display set up with a Sig-No-Graph never fails to create interest, for the multi-colored light effects of the Sig-No-Graph compel attention and admiration. Are your dealers using Sig-No-Graphs, Mr. Sales-manager?

Write for our booklet—"Winning Sales With the Sig-No-Graph"

THE SIG-NO-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

Promotion for 400,000 Girls



Our GIRLS' COMPANION readers are back again to school from a vacation of work and play. Each of these girls has won her promotion, either to seventh or eighth grade, or first or second year in High School. Now, more than ever, they will be an aggressive Buying Influence in the 400,000 homes where their welfare is their parents' first anxiety.

One of the largest Chicago concerns sold direct by mail, through their quarter-page announcement reaching this immense, concentrated circulation, their complete stock of a three-piece outfit for girls (coat, dress and hat). This is substantial proof—not a claim—of the thorough reader-interest plus reader-confidence that insures actual results to the advertiser using

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMLOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
Archer A. King, Inc., People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

"Always Reliable"

is the estimate put on

THE PHILADELPHIA RECORD

by its readers

**Who are the persistent and
consistent advertisers today?**

Those who have the ability to see into
the future with some of the powers of
vision that they daily apply to pres-
ent tasks. *They will be ready when
Peace comes. WILL YOU?*

H. A. Gatchel, Pres.

C. A. Stinson, V.-Pres.

GATCHEL & MANNING

Photo-Engravers

Sixth and Chestnut Streets

PHILADELPHIA

"Pictures" are the universal language which tells your
story to all peoples and all classes. Our name and
quality are synonymous.

keen to get into another and stick there until he rusted to death. So I said:

"The Southern California climate must have made a keen impression on you."

"Climate nothing!" he snapped back. "I admit that the California climate is wonderful, but climate means next to nothing to me. It isn't what Nature has done, but what man has done—or left undone—that makes me dislike one town and yearn to live in the other."

"In that little town in Iowa where I was brought up there were no parks. There was no public library. There was only one rattle-trap theatre, and it was visited by barn-stormers for two or three nights in the month during part of the year. There was, of course, no Y. M. C. A. building, or rooms. There was no such thing as a gymnasium even in the high school. I don't believe there was a piece of gymnastic apparatus in the whole town."

"No good music was ever heard there—this being before the days of the phonograph and the player-piano. I never saw a well-executed painting, or any sort of sculpture, good or bad, until after I left home. As I look back, I can't remember that the growing boys of the town had any recreation whatever except playing baseball or loafing around the railroad station waiting for the 5.27 from Chicago to go through."

ALL THE CITY'S REAL ADVANTAGES

"Well, this little California town on which I have set my heart is just the antithesis of my birthplace. It has parks, with complete and well-equipped playgrounds, athletic apparatus, etc. It has a fine public library with a beautiful building and fine grounds of its own. The high school is one of those wonderful latter-day affairs which teaches almost every useful subject under the sun, and gives every student the sort of thing he himself wants. The Chamber of Commerce is big, strong and active, a sort of godfather to the town. Two or three times a year

the community stages a festival, or pageant, or open-air drama of some sort which serves to bring all the citizens together in an interesting piece of work, often one which teaches, in a fascinatingly vivid manner, some of the high spots of local history. There are two motion-picture theatres, and a committee of the local Women's Club helps them select the right sort of films. There's a fine big public hall for gatherings of citizens, with a well-equipped kitchen for preparing banquets, a dance floor, a fine little stage for dramatic entertainments. Many a night in the rainy season you can count 200 automobiles parked around the plaza, belonging to the ranchers, who have come together for a meeting of the local 'exchange' of their highly successful co-operative marketing organization.

"In short," my friend concluded, "you just *can't* be a stranger in that town. 'If you're a neighbor, you're a friend,' seems to be their motto. And the way they live up to it makes the place worth going 3,000 miles to settle down in!"

It seemed to me, as I listened to this enthusiastic outburst, that my friend had put into four hundred words or so a concrete picture of the passing of an entire epoch in the community life of rural America. He was not fair, of course, to his birthplace. The chances are that if he would go back to the Iowa town now he would find many, if not all, of the features he so admires in the Southern California community. But if you will call the Iowa town he describes "the town of yesterday" and the California city "the town of tomorrow" you will catch a glimpse of the tremendous revolution which is going on in the social life of a big and important part of America.

The clever chap who said "God made the country, man made the city, and the devil made the small town," would have to eat his words if he would visit some of the lesser communities of the Middle West or the Pacific Coast today. In the past ten or fifteen years at least a dozen social agen-

cies have been at work trying to make life in the small town and the farms which form its hinterland more worth living.

What has all this to do with the problem of the small town retailer? It has everything to do with it, for it is the farmer who has suffered most keenly in the past from the unsocialized character of the small town and its hinterland of farms; and it is also the farmer who has had—and still has—the greatest habit of buying by mail.

Those rural storekeepers who have managed, by unusual ingenuity, to get their proportionate share of the business of farmers near their community are prospering; a few of them have achieved so much that they have become nationally known to business men. But the job is too big for individual storekeepers to tackle; and it certainly demands more intelligence and enterprise than it is fair to expect the majority of them to possess.

Just here is where "community development" begins to be significant from a business standpoint. One reason why the farmer has developed such a tendency to buy by mail is because the small town has been such an unattractive place for him to come to. He has only too often been made to feel that his money was welcome, but he himself wasn't.

I remember very well as a boy in a small town in Iowa seeing the farmers' wagons standing all around the courthouse square, with the farmers' wives and children sitting up on the high seats, often in the broiling sun, patiently waiting for father to get his business finished and turn the horses' heads homeward. Few farmers in those days could afford to eat lunch at the Waverly House or the New Commercial Hotel, and few of those who could afford it cared to do so, so lunch was brought from home and was eaten sitting up there in the sun, washed down with a drink of water "borrowed" from some storekeeper. I have known farmers so shy that they brought a stone jug of water

from home, so as not to put anybody to any trouble.

The farmer can and will come to town, if the town will only give him a halfway cordial reception; and once that reception has been offered and accepted, it's a poor stick of a storekeeper who can't sell him goods. The question is, how to make the farmer feel that he is wanted? How let him know that the town is his town as much as anybody else's? After all, you can't expect the merchant to fall on his neck and embrace him; nor would it be good sense to invite him to help himself to anything in the store as a free-will offering from his loving friend, John A. Retailer!

WAYS OF BRINGING THE FARMERS TO TOWN

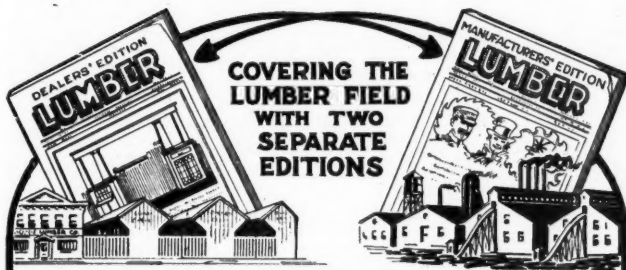
Well, there are a number of ways in which to make a town homelike for the farmer. To be as concrete and practical as possible, let's make a numbered list of some of them which are actually in successful operation today in one or more towns in the Middle West:

1. Make the farmers members of the local Chamber of Commerce, at a special low rate. Be sure that they get all notices, bulletins, etc.

2. Put rest rooms into the stores, where the farmers' wives can take their babies and get off the street and out of the glare of the sun for an hour or two. Or better yet, establish:

3. A municipal "rest house" and comfort station. This should have at least one good-sized room equipped with easy chairs, lounges, etc. It should also have a room with a dressing table, mirrors, and a place for baby to take his nap. A very useful adjunct is a kitchen with gas burners for heating milk for infants, coffee, etc., running water, and a few simple cooking utensils.

4. Let the local library extend its privileges to farmers, and let them have special liberties in regard to keeping books out—say, double the amount of time that is permitted to those in town.



**COVERING THE
LUMBER FIELD
WITH TWO
SEPARATE
EDITIONS**

**Reach Either Branch of the Lumber Industry Through the Paper
That Serves Each Branch Separately**

Conserve your advertising expense while increasing the effectiveness of your selling effort by concentrating your campaign to the lumber industry through the separate weekly editions of

LUMBER

The Dealers' Edition and the Manufacturers' Edition each cover their respective branches thoroughly. The lumber industry, because of its unprecedented activity, is buying heavily. Reach them economically through LUMBER.

JOURNAL OF COMMERCE COMPANY

Publisher

Wright Bldg., St. Louis

Money and Brains to Invest

I have a client financially responsible and of long experience in the magazine field who desires to become associated in the ownership and management of a class, trade or technical publication.

One with a successful record desirable, but not essential, provided the publication enjoys a good reputation and editorially covers a field capable of development.

Send general outline of your proposition, and I will arrange an interview. Correspondence treated with rigid confidence.

Address "ATTORNEY," P. O. Box 892, N. Y. City.

Merchandising Generalship

The *man-power* of the Manufacturer and Merchant, now withdrawn to the Army and Navy, must be replaced by the *word-power* of Advertising.

An organization perfected in the interests of accounts of major importance enables us to offer a service most essential at this time.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Occupying the Eighth Floor of the Security Building
Chicago, Illinois

Established 1904



5. Extend the various specialized social activities of the town, to take in the adjacent farm population. Every community has groups within its boundaries who are drawn together by some sort of mutual interest—the Masons, the Elks, the various church societies, French clubs, reading or literary societies, etc. In many cases, the memberships in these organizations are confined to the physical area of the town itself. There is no good reason why the farmer—and in particular the farmer's wife—should not share in these activities when there is a genuine mutuality of interest.

6. Make "the town come to the country" once in awhile. Hold some of the community's social affairs—church "festivals," charity bazaars, etc., at some accessible farm house, and through the Chamber of Commerce have automobiles and drivers loaned for the evening to bring people from town, and, when necessary, from other farms, to attend the affair. This suggestion may seem an inefficient, and perhaps even absurd way of doing things, but in places where it has been tried it is reported to have worked out famously in establishing the right sort of goodfellowship between town-dwellers and country folks.

7. Make not only the farmer and his wife, but the rising generation, feel that they are really members of the community—townspeople "once removed," so to speak. One small city has instituted an annual "day" when selected students from every country school in the county come into town for the day as guests of the local Chamber of Commerce. Each youngster takes dinner at the home of someone in town; there is a special programme, exercises, etc., and the youngsters go home at night, as they came in the morning, in automobiles provided for the purpose by the Chamber of Commerce. (The writer knows of an instance where one small boy from the farm went home to dinner with a hardware merchant, and thereafter "nagged" his father so about installing a

The Journal
of the
Underwear and Hosiery Trade
is

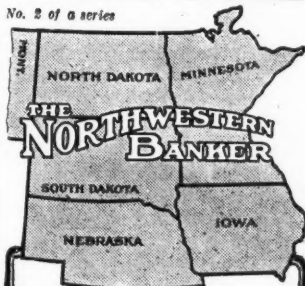
THE Underwear Hosiery Review

Vol. 1, No. 11 The Journal of the Underwear and Hosiery Industry November 1922



Published monthly by
The Knit Goods Publishing Corp'n
320 Broadway, New York

No. 2 of a series



The Banker is an active fellow

He is the man largely responsible for the success of Liberty Loans, War Saving Drives, Thrift Campaigns and education in wise spending. He is exerting a tremendous influence in winning the war, helped by his favorite trade journal.

The Northwestern Banker

Clifford De Puy, Publisher
Crocker Bldg., Des Moines, Iowa

S. T. Kiddoo, vice-pres. Live Stock Exchange National Bank, Chicago, says: "We consider The Northwestern Banker a very strong financial journal and always read it carefully."

NEW ENGLAND

MAINE
NEW HAMPSHIRE
VERMONT

*A Group of Six States That Are
the Best for Trial Campaigns*

MASSACHUSETTS
RHODE ISLAND
CONNECTICUT

HERE, gentlemen, you have a short story. First you have the name of a section of the country. It is a good section. You expect to find here six states that are really good to try out your advertising. You don't expect to find any hidden flaws, and you hope your sales will turn out sweet and give you the satisfaction that good looks and a good name promise.

You hope, but you could not be sure, except that—

Back of the name, New England, is a record of past advertising achievements. For nearly half a century it has been producing results for advertisers.

Advertisers have come to know that this name, New England, invariably means genuine satisfaction, papers that produce results, dealers that give what is asked for, jobbers that keep the dealers supplied, a public that read and heed good advertising—that space in these 15 good New England papers is “a money's worth and a safe buy!”

[This advertisement adapted from the “Story of a Pipe” in N. W. Ayers & Son's advertisement in Printers' Ink's issue of September 12th, 1918.]

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,852 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 37,604 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 20,461
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 11,000—2c copy
Population 30,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
A. B. C. Daily Circulation 10,304 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 6,027
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS., COURIER-CITIZEN
Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS
Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 36,623
Population 100,000, with suburbs 250,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

modern set of bathroom fixtures that the father came in and bought \$150 worth of supplies from the merchant.)

All these activities, you will notice, have nothing whatever to do with *fighting* the mail-order houses. They mean no more nor less than *competing* with them, by offering the farmer things the mail-order house can't and never will be able to offer. It is nonsense, in the opinion of men who have studied the situation closely, to try to undermine or discredit mail-order buying with the farmers through any militant "destructive" policy. The laws of economics are irresistible, and if there is an advantage to the farmer in buying by mail, the way to meet the situation is, not by complaining of the people he buys from, but by creating an alternative advantage to him in buying at home.

The world to-day is on very slim rations and must stay on them if we are to avoid actual famine in the not distant future. Never before in history was the full development of our agricultural resources so important as now, and yet in the face of this condition we still find the sons of farmers drifting away from home into the cities, and the actual rural population barely holding its own or in many places decreasing. Much has been done to make life on the farm more pleasant; in fact, in many sections of the country it seems as though about everything humanly possible along that line has been put into effect. But there still remains the problem of "humanizing" the small town. If the nearby community can be made attractive, given some of the features which constitute the big city's strongest appeal, there is every reason to believe that the drift of the farm lad away from the land can be lessened. That is a consummation so vital that every development toward it warrants the most careful consideration on the part of every thinking citizen, whether he has any "business reason" for being interested or not.

PORTLAND at a GLANCE

- the largest city in Maine
- the jobbing center
- the wholesale center
More than 100 wholesale and distributing firms located here and in the suburbs.
- the financial center.
Here are the greatest financial activities in the state.
- the war center. Here the activities of the various war movements of the state get their momentum.

Portland Maine

The Evening Express

is the only afternoon newspaper published in Portland. It is the recognized leader of Portland Journalism. In news, influence and advertising—The Express Leads.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT Connecticut

The Pittsburgh of New England
The Birmingham of America

The Shopping Zone of
200,000 People

In War and in Peace
A Great Manufacturing Center

Before the war Bridgeport manufactured 15,000 different articles. Many of these factories which were manufacturing peace-time products are now converted into war plants. Bridgeport's factories now turn out about everything from hobnails for army shoes to submarines.

The Post-Telegram
Connecticut's Largest Circulation!

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$5.30. Classified 45 cents a line—net. Minimum order \$2.25. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

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Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 26, 1918

Advertisers Want Better Retail Accounting For years manufacturers, jobbers and various associations have been making an effort to get the retail merchant to become a better book-keeper.

Undoubtedly, this movement has accomplished something, but, nevertheless, the results seem pitifully meagre as compared with the effort exerted. The average small retailer is still notoriously slack in keeping his accounts. He has no comprehensive figures about the condition of his business, and in very many cases he hasn't the slightest idea where he is at financially. This condition often is reflected in his lukewarmness toward advertised

brands. Not knowing the rapidity of their turnover he instinctively wants a long profit, instead of a smaller quick one.

According to the New York *World*, of the 1,246,000 merchants in the United States something less than 4,000 paid a tax on their 1917 income. If those figures reveal true conditions, they are a sad commentary on the money-making ability of the retailers of this country.

These figures, however, cannot be accepted as conclusive. The chances are that many thousand retail merchants had their accounts in such a hopeless tangle that they were unable to tell whether or not they had to pay a tax. Few if any wilfully evaded the payment, but thousands did not pay an income tax because, according to their insufficient records, they had no reason to believe that they had to pay one.

When trying to make their returns to the Government any number of small retailers, for the first time in their business careers, realized how slack they had been in their bookkeeping. Many a merchant then and there made a firm resolve to get his records in better shape.

Realizing the need for education of this kind, Daniel C. Roper, Commissioner of Internal Revenue, is distributing a letter to retailers which emphasizes the importance of the subject.

"The man who knows the exact condition of his business from day to day," he states, "has an immeasurable advantage over the individual who has no records upon which to base his operations. It is the duty of every citizen, especially in these war times, to keep in such close touch with his business through record keeping and otherwise as to maintain the greatest efficiency and render to his Government every cent due in taxes."

Now is the time for manufacturers, and others interested in the retailer's welfare to push Mr. Roper's suggestion along. The retailer will appreciate accounting help.

The National Association of Credit Men is one body that has already set in motion a plan to give him such assistance. It is preparing a simple, uniform system of accounting which is to be supplied merchants at actual cost.

If as a result of the Government's taxation programme, retailers learn to get a better grasp of the statistical facts of their business, it will be one of the great indirect benefits derived from the war. Slipshod accounting was always at the bottom of much retail inefficiency. Seven times out of ten, when a merchant fails, it develops that he was a poor bookkeeper. When a man has no figures to show how his business stands, he cannot manage it properly. A retailer who has no records is like a pilot without a chart.

Such a retailer makes an unsatisfactory distributor for the advertiser. For one thing, not possessing figures, he is likely to be unappreciative of how rapidly advertised goods turn. He can know nothing of the relation between profit and turnover. He is always guessing instead of knowing.

It is absolutely true, as Mr. Roper says, that "inability and inexperience are usually marked by the absence of an accounting system." Knowing exactly the condition of his business at all times is the first qualification of the successful manager.

Fruitlessness of Press Control

For years it has been a common impression that various special interests have been influencing public opinion, and hence legislation, through their control of the press. This has always been a matter of very grave concern to the whole advertising world. For, if the press of the country can be subsidized and made the propagandist of a special cause that is opposed to public interest, then the whole structure not only of advertising, but of democracy itself is built on a very insecure foundation.

But can the press be shackled and made to do the bidding of a selfish master? Certain class interests may have tried to control it. What they attempted makes no difference. The unalterable fact stands that there is nothing more futile than to try to subsidize the press. No paper can successfully represent an unpopular special interest for any period of time. Sooner or later the truth is bound to come out. Immediately the public loses its confidence in the sincerity of the paper and the very purpose of the subsidy is at once defeated.

The difficulty of keeping a skeleton in a newspaper closet is well illustrated by the documents made public last week by A. Mitchell Palmer, Alien Property Custodian, in regard to the financing of Arthur Brisbane's purchase last year of the *Washington Times*. According to Mr. Palmer, a fund amounting to \$407,500 came from a pool of brewers. The contributions were given to C. W. Feigen-span, a brewer of Newark, N. J., who deposited the fund in a special account and from this \$375,000 was turned over to Mr. Brisbane. Other details of the transaction are given elsewhere in this issue. The point is that if the brewers hoped to have a mouthpiece in the *Washington Times*, and thus relied on controlling public sentiment in the national capital, they have failed in their purpose. Public opinion cannot be created in that way. A democratic people must have an untrammelled press. If they find that a paper is subservient to any special class, its power soon wanes. The news and editorial columns of a paper must be free and honest or its influence becomes negative.

There is only one way to use the press honestly to influence the public's attitude toward any question and that is through the advertising columns. There people can be given the facts in a straightforward, frank way and then be left free to make up their minds as to which side they will support.

A Good Example from Michigan

The advertising campaign by which citizens of Grand Rapids were persuaded to vote, described in *PRINTERS' INK* this week, is just one more demonstration of the remarkable social power of advertising as a force for good. We have had this demonstrated so often and so completely on a national scale in the big Government campaigns of the past year, that we need sometimes such reminders as this that in any city, town or village, large or small, advertising may be used as a power for righteousness in a purely local way. We all realize that this is true in regard to the Liberty Loans and other money-raising projects; but it is wholesome for us to stop and realize that money-raising is only a small part of what advertising can do when skillfully used.

Every advertising man in the United States, no matter how large or small his community, is face to face with the opportunity to exercise his knowledge and talents for the social good if he wishes; and the size of the opportunity is limited only by the size of his vision of the possibilities of the present order of things in our democracy.

Who can doubt that such an advertising campaign as Grand Rapids has put over would be of value in a thousand towns and cities between the Pacific and the Atlantic? And advertising which helps the voter to realize his civic responsibilities and brings the alien safely within our fold, is only one of many useful purposes to which the great power of intelligent publicity can be directed.

It rests with the advertising man who has creative imagination and genuine social vision to initiate such projects; there are always plenty of men to aid in carrying them out when once the intelligent student of advertising has realized the definite local opportunity and project.

Tell the Facts About Food Prices

Throughout the nation, there is a rising tide of complaints that food charges in hotels and restaurants—and especially those of the better class—are excessive. Here and there, the public sense of dissatisfaction flares out in a local campaign, with numerous letters to newspapers, editorials, statements by public officials that they will investigate, and so on. Often these campaigns flicker out in a few weeks; but the sense of dissatisfaction on the part of the public remains.

Through it all, the hotelkeepers and restaurant owners remain silent. There are a few notable exceptions where individuals vigorously present their side of the matter to the public, but for the most part they say nothing and leave the inference to be drawn that either they are profiteering as charged, or else are so indifferent to what the public thinks of them that they do not bother to set themselves right. If an occasional proprietor of a public eating-place "gives out a statement" to the local papers, he is apt to find that the reporter who edits it plays it up as a piece of humor, with results just the opposite of those expected.

If increased prices are no more than fair, the restaurant men should not let a day pass before they make the effort to set the public right as to the facts. An association of the leading men in the business in every city could easily join hands in a co-operative advertising campaign in local publications, telling the truth about the whole situation. The public is willing to play fair; it will pay increased prices if they are just; but it wants to know, and is entitled to know, the facts which justify the increase. Continued silence can only be interpreted as guilt, and will be so regarded by the community.

The Glens Falls, N. Y., *Post-Star* has appointed the Geo. B. David Co., Inc., New York, to represent it in the national advertising field.

The Atlantic Monthly Under War Conditions

¶ The changes in conditions surrounding the publication of magazines during the last four years have been many and important. American periodicals have felt the full force of the tremendous modifications in our national life and have faced, in common with all business enterprises, new and unfamiliar problems. They have responded to the needs of the hour and are carrying in patriotic spirit all the burdens and restrictions which have been necessarily laid upon them. The result has been many inevitable readjustments. Some publishers have thought best to suspend publication, some periodicals have altered their form and their substance, many have been increased in price.

¶ The Atlantic has tried to meet the exactions of present conditions, and to do its utmost toward the winning of the war.

¶ It believes that it can best do this by going on steadily with the work it has in hand. The price of the magazine will remain the same (\$4.00 a year). The character and contents will be unchanged, and the increased cost of postage cheerfully paid as part of the magazine's contribution to our national resources.

¶ What the future holds in store for us we do not know—but Atlantic readers and advertisers, old and new, may rest assured that the magazine will come to them during 1919 animated by the same spirit as before and as unchanged in form and size as scrupulous observance of governmental regulations will permit.

The Little Schoolmaster's Classroom

THE Schoolmaster commends the advertisement of the Irving National Bank of New York, reproduced herewith, to the attention of all his banker readers, and to all those advertising men who are called upon to write bank advertising.

What the Irving National Bank has done is not new; it has been done by banks before. But it is

about a mere list of names. Most of these names mean little if anything to the average newspaper reader, or even to the average business man. But when the list is explained—the men introduced—as is the case in the Irving National Bank advertisement, the board of directors turns from a cold, lifeless skeleton to a thing of flesh and blood, and it begins to talk.

One has a feeling that it would be very fine to trust one's funds and financial affairs to the hands of a group of men like the president of Belding Bros. & Co., the manufacturers of sewing silks, and to the vice-president of the famous Childs string of restaurants, and to the vice-president of E. I. du Pont de Nemours & Co., and to the president of Borden's Condensed Milk Co., and to F. W. Woolworth, the millionaire ten-cent store man, and twenty-three other men who are well and very favorably known for their business acumen, once their connection is stated. Of course, not every bank can boast representatives of such prominent businesses, but men of lesser prominence are quite as impressive in lesser cities to the public of those cities.

And what happier heading for such a list of business-men directors than the one which tops this advertisement—"An active Directorate!"

It has probably occurred to most advertising men, as it certainly has to the Schoolmaster, that most of the campaigns which the Government has fathered in the past few months have had one element in common—results have been very difficult to check up. You may feel perfectly sure that a drive against believing German lies and unfounded rumors is doing good, but just how much good? If that question could be answered definitely, it might be of decided value in showing some

An active Directorate

of practical business men, and highly developed domestic and foreign banking facilities characterize the Irving National Bank as STRICTLY A COMMERCIAL BANK as National and International

DIRECTORS

M. W. BELDING
President, Belding Bros. & Co.
New York, Irving Silks

WILLIAM C. BRED
of Bred, Allen & Morgan
Commercial Law

F. A. M. BURELL
Brooklyn, N. Y.

WILLIAM CHILDS
Vice-President, Childs
Company, Restaurants

WARREN CLEVELAND
President, Unadorned Co.
Chattanooga

ALEXANDER GILBERT
Chairman,
Young Trust Company

ROLIN F. GRANT
President

J. JIMMY HARKELL
Vice-President, E. I. du Pont
de Nemours & Company

HAROLD A. HAYES
of Hayes, Stokes & Co.
Chattanooga, Tenn.

HORACE HAYMES
President, Haymes
& Sons, Inc.

LEE KONG
of Lee, Brown & Sons
New York and Shanghai

FREDERICK G. LEE
President,
Irving Trust Company

JOHN G. LEE
President, West Virginia
Pulp & Paper Co.

ARTHUR W. MURKIN
President, Banker's
Conditional Bill Co.

MORRIS E. MITCHELL
President, Evans Bank
and Trust Company

DANIEL F. MORSE
of Chase, Morse & Ryan
Wholesale Bank and Trust
Company, N. Y.

EDWARD C. PIERSON
of London

LEWIS E. PIERSON
Chairman

JOHN J. PULLEY
President, Eugene
Industrial Supply Bank

J. H. SCHONMAYER
Vice-President, Belding Bros. & Co.
Manufacturers of Sewing Silks

WILLIAM SHERRER
of William Sherris & Sons,
Silo

WILLIAM A. TILDEN
President, Tilden
Shoe Co., Chicago, Ill.

GENTIA VINCHER
President, Tilden & Vincher
Co., Chicago and Export

HARRY E. WARD
Vice-President

THOMAS W. WHITMAN
Vice-President, F. H. Rogers
& Co., Wholesale Grocers

DANIEL W. WHITMAN
of D. W. Whitman & Co.
Wholesale Dry Goods

HARRY M. WILLIAMS
President, The Union Trust Co.

FRANK S. WOODHURST
of F. S. Woodhurst & Co.
Fire and The City Bank

OFFICERS

LEWIS E. PIERSON, *Chairman of the Board*

ROLIN F. GRANT, *President*

WILLIAM C. BRED, *Vice-President*

HARRY E. WARD, *First Vice-President*

WILLIAM C. BRED, *Second Vice-President*

J. F. BOURKE, *Cashier*

Assistant Cashiers
WILLIAM S. WILSON
G. B. SUNENBAUGH

LOGAN C. MURRAY, *Banker Abroad*

G. A. O'REILLY, *Foreign Trade Department*

JOHN H. HUGHES, *Manager Foreign Department*

IRVING NATIONAL BANK

RESOURCES OVER \$100,000,000

ADVERTISEMENT LISTS DIRECTORS AND THEIR BUSINESS CONNECTION

one of those simple, obvious things that ought to be done, the Schoolmaster believes, every time a bank falls back on the listing of its board of directors as the subject for an advertisement. The Schoolmaster refers to the matter of introducing each of the directors by mentioning his business connection.

There is nothing interesting, or calculated to inspire confidence

"Right Away, Sir"

Rapid Service means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager
Largest Makers and Distributors of Advertising Plates in the World
New York CINCINNATI Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

Never Was the Need So Great

For Direct-Mail Advertising, with the shortage of man power curtailing salesman activities. Never was your chance to learn how to avail yourself of Direct-Mail possibilities so good as that afforded by the coming

DIRECT-MAIL ADVERTISING CONVENTION

Write for Program
and Particulars to

**HOMER J.
BUCKLEY**

Chairman Program
Committee

632 Sherman Street
Chicago

In conjunction with HOUSE-ORGAN
EDITORS and BETTER BUSI-
NESS LETTERS CONFERENCE

**HOTEL SHERMAN
CHICAGO**

Oct. 9, 10, 11, 12, 1918

LOS ANGELES FOURTH CITY IN U. S. IN VOLUME OF ADVERTISING PUBLISHED

(See N. Y. Evening Post Report for July)

The importance of Los Angeles as a "National Market" has been definitely established. No city on the face of the globe presents a more promising field to the wide-awake merchant.

Probably the greatest single factor in educating 600,000 Angelenos in the use of Nationally advertised products has been the Los Angeles Evening Herald, the largest daily newspaper in the Western half of the United States.

Member Audit Bureau of Circulations

Charles Francis Press

is especially equipped to handle and expedite orders for high grade

PROCESS COLOR HOUSE ORGANS

and kindred printing
Service the very best

Printing Crafts Building, New York City
EIGHTH AVE., 32nd to 34th Str.

A 4TH DIMENSION

REEL AND SLIDE MAGAZINE

The Authority on Screen Advertising
A brilliant publication, supreme in the new field of moving picture publicity.

\$1.00 per year Send for sample

Class Publications Inc.,
418 South Market St., Chicago

The Furniture Merchants Trade Journal has a much larger proven paid circulation among rated furniture dealers than any other furniture magazine.

A. B. C. Members. Sub. price, \$3 a year.

FURNITURE MERCHANTS TRADE JOURNAL

Des Moines, New York, Chicago
Indianapolis

executives of our big war machine in Washington that advertising is one of the most useful aids they have. Even in such triumphs as the Liberty Loan campaigns, Red Cross drive, etc., there is always room for that greatest nuisance, the man who whispers, "The Bonds would have sold anyhow! The advertising wasn't needed!"

* * *

It is pleasant, therefore, to turn to a campaign which, though conducted on behalf of the Government as have the others, has been "put over" mainly by advertising, and yet has concrete and valuable results to show. The sponsors for "Smileage," which, as we need not say, is the plan which lets you buy coupon tickets by which your soldier friends may go to shows in camp, had expected to sell a million dollars' worth of tickets in a year. So efficient did the nation-wide advertising prove that they had actually reached their figure in about seven months' time, and the campaign is still going forward, with a probable renewal of vigorous emphasis in the near future. Not only have the people bought a million dollars' worth of Smileage, but three times that amount has been merchandised successfully—that is, placed "on the dealers' shelves." So far, about one-half of the Smileage purchased has been redeemed by soldiers in camp theatres—of which, incidentally, there is an elaborate circuit, playing the best productions in the country.

Smileage was originally introduced to the publishers, advertisers, advertising clubs, etc., by the publication of a "Smileage newspaper," which explained the plan in detail, contained articles by prominent authorities endorsing it, announced a cartoon competition on the subject, and showed numerous specimen advertisements which could be used in local publications in donated space. This plan, worked out by C. E. Walberg, of the Department of Labor, has since been used for several of the Government advertising campaigns, and notably in putting over the advertising side of the se-

lective service registration of September 12. The slogans worked out in this publication on behalf of Smileage—"Send your soldier to the show—Smileage will solve the problem!" and "Make him smile all the while," quickly swept across the country leaving a train of sales in their wake.

No thinking man need have any fears as to the part which advertising is to play in the future industrial development of America. At the same time, progress is directly dependent on the degree of enlightenment possessed by those in power, and for that reason we should welcome the chance to read into the record every instance such as this, of advertising used to accomplish definite, checkable results, in a brief period of time.

* * *

The Schoolmaster was riding on a railroad train recently when he noticed on the side of a gondola-type steel coal car this legend scrawled in chalk:

"The freight car's appeal:

"Load me full.

"Load me quickly.

"Keep me moving.

"Help me to help win the war."

Verily, he reflected, the circulation system of propaganda is infinite in its possibilities, its purpose to perform.

* * *

Every letter leaving the advertising department of R. Wallace & Sons Mfg. Company, of Wallingford, Conn., bears just above the date line the word "Victory!" written through the red portion of the typewriter ribbon. The Schoolmaster thinks this idea might well be adopted more generally. It puts the reader in a victorious frame of mind, so to speak, in relation to that particu-

The Atlanta Journal

ATLANTA, GA.

Paid circulation for eight months ending August 31, 1918:

Daily - - 64,743

Sunday - 77,797

Price, 5 cents Daily; 7 cents Sunday.

Advertising rates are *not* raised.

*Advertising in The
Journal Sells the Goods*

Experienced Ad-Writer

WANTED by Advertising Agency. Excellent opportunity for man able to write forceful English and possessing knowledge of modern "lay outs." State qualifications, experience, and present salary. "F.M." Box 198, care PRINTERS' INK.

BUY LESS!

and get more for your money
means none of your dealer
helps in the rubbish can

The organization to create and the facilities to manufacture. The One Best Display for your individual purpose is our claim to consideration before you plan your next dealer campaign.

B. & B. SIGN CO.
341 FIFTH AVENUE, N.Y.



Stop—Fix That Leak When Not Raining—

Are you making any preparations to get your share of the export business when this war is over? **NOW** is the time to start—advertise direct with foreign language literature. We compile and print Catalogs and other literature in all languages.

**National Printing & Publishing
Company**

2100 Blue Island Ave., Chicago, Ill.



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Pat. Dec. 12, 1916 Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	16c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6½c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

CANADA'S Advertising Journal

Marketing and Business Management

A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send for current issue, or \$2 for year's subscription to W. A. LYDIATT, Publisher, 53 Yonge St., Toronto.

When you want information on college town merchandising or college paper advertising "ASK THE COLLEGIATE."

USA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York *Established 1913*

lar letter, and at the same time it does its little bit toward spreading the "will to victory," as our psychology friends might put it, which is so necessary to the winning of the war.

* * *

Though the big Commodore Hotel adjoining the Grand Central Terminal in New York City is not yet completed—in fact is not expected to open until some time in 1919—the advertising man appears to be on the job already. On the west wall of the half completed structure a sign appeared the other day which contains a slogan that will do much to fill the hotel, the Schoolmaster opines, from the first day it opens: "A room with a bath for two and a half." Can any member of the Class beat that for a metropolitan hotel slogan?

"Gessellschaft" Reaches Out for Sweden

According to a Swedish newspaper the Allgemene Elektricitats Gessellschaft, one of the largest manufacturing concerns of Germany, is to build a factory in Malmo, in the south of Sweden, at a cost of over \$2,000,000. The plan is to make electrical products for the Swedish market, so as to avoid the Swedish tariff.

Under the Swedish law the company running the factory must be a Swedish concern and subjects of Sweden alone may be officers of the company. The capital will, however, be German.

Felix Shay Leaves "Roycroft"

Edward J. (Felix) Shay, who was president of the Advertising Club of Baltimore when the A. A. C. of W. convention was held in that city in 1913, and who for the past three years has been editor of the "Roycroft," East Aurora, N. Y., has been appointed executive assistant to the president of E. F. Houghton & Co., of Philadelphia. He has assumed the duties of the position and is in charge of sales effort and the field force operating in seven countries.

BOOKS

A new rich market exists for the book publisher. Let us tell you of it. No obligation.

MOTOR LIST COMPANY

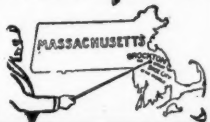
1109 Locust St. Des Moines, Iowa

Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. Established 1880.

Brockton Daily Enterprise**16,000 Daily**

Flat Commercial rate 50 cts. per inch
Afternoon Paper, Sells for 2 cents
Carries a page of want advertisements.



To **KNOW** how to make your Advertising pay better | TALK WITH **Heegstra**

H. Walton E. GSTRA Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

CUBA

World's Record Sugar Crop this year—Cuba shipped 1,000,000 tons one day to the United States; world's record spending power.

And the shortest way to her purse strings is via advertising in the newspapers and journals of Havana. Santiago, Matanzas, Cienfuegos and Pinar del Rio.

**J. ROLAND KAY CO.**

International Advertising Agents, Conway Building, Chicago, U. S. A.
Associated House: John Haddon & Co. (Est. 1814), London.

Your Canadian Advertising Agents

should be **SMITH, DENNE & MOORE**

TORONTO

CANADA

MONTREAL

WE ARE
ON THE SPOT
AND KNOW
CONDITIONS

**Artist who can also
write copy—WANTED
by well-known Technical
Publication.** Write "A. W.", Box 199, Printers' Ink

"GIBBONS Knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED.

Salesman, with experience in selling high-class printing, art and direct advertising service, wanted by THE REID PRESS, Limited, Hamilton, Ont., Canada. Apply by letter, giving full particulars about self, experience and salary desired.

SALES MANAGER

Large clothing firm offers splendid opportunity to young man possessing initiative and tact. Thorough knowledge of English language essential. Assistant to sales managers will be given consideration. Give detail of achievements, draft classification and salary. Box 735, care of Printers' Ink.

COPY MAN

Wanted—By agency specializing in agricultural advertising. Must have ability. Agency experience desirable, but not necessary. Permanent position—chance for advancement. Give age, experience and salary wanted in first letter. Address: Lessing Advertising Co., S. & L. Bldg., Des Moines, Iowa.

Wanted—A capable woman to supervise the detail work of clerks in the subscription department of a large technical publishing organization. To a woman of initiative and capacity the position would lead to that of Circulation Manager. Familiarity with this character of work or in the handling of mail-order campaigns is desirable, but not essential. Write, giving full details of qualifications and salary expected, to Box 34, Times Square P.O., New York.

WANTED

High type advertising man, preferably an agency man who controls several accounts, not because we expect him to bring these accounts with him, but as a gauge for us of his ability to inspire others of that confidence which is so necessary to create advertising successes. A man who can prove his integrity and sanity as an advertising solicitor for a very large organization. We have a big opportunity. State qualifications by letter. All correspondence absolutely confidential. Reply Box 732, care of Printers' Ink.

Leading Trade Paper in its respective field requires all-round advertising man to handle make-up and correspondence, write copy and do some soliciting. An opportunity for a conscientious worker. In replying state past experience, draft status, salary requirements and references. Address Box 739, Printers' Ink.

Rare Opportunity In Research Work

Young man or woman wanted for research bureau of advertising department. Must have experience in making trade investigations, compiling statistics and charting them for use in folders, booklets and newspaper advertisements. Box 747, care Printers' Ink.

GENERAL MANAGER—War conditions have created attractive opportunity for right man to become general manager of successful New York state daily; draft exempt important qualification; must have had general experience and know newspaper game; best references as to character and ability required; good salary to competent man, and purchase of part interest might be considered if past success in newspaper field can be shown. Address D. R. T., Box 744, care Printers' Ink.

MISCELLANEOUS

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

Ph. Morton

**OCEAN TO OCEAN
CINCINNATI**

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Electros 1c

A Square Inch — Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00.

No order too large, or too small

GENERAL PLATE CO. TERRE HAUTE INDIANA

FOR SALE

(Miami, Fla.) Going job plant, 10x15 C. & P., 7x12 New Golding, unusually large amount of type in fine condition. A Bargain at \$2,500—cash—which includes \$500 paper stock. Finest all-year-round climate in the world. Address: DENICKE, 1304 Ave. D.

YOUR NEW YORK ADDRESS

Reliable firms not yet represented in New York City may use our office service, including telephone, mail box, etc., as we are restricted in our own business on account of the conditions. We are also interested in agency propositions and can furnish storage for light goods. Brush Mop Co., Inc., 410 Lafayette Street, New York City (near Wanamaker's).

FOR SALE

Practically brand new Multigraph and Addressograph. Address Box 22, Waukesha, Wis.

POSITIONS WANTED

SUCCESSFUL CAMPAIGN COPY AND LAYOUT MAN, now employed, wishes to change for larger field. Can plan, execute and sell. Box 742, care of Printers' Ink.

BUSINESS LETTERS, ADVERTISEMENTS, CIRCULARS, written by lawyer with retail business experience. Evenings available. Address, R. F. Tipping, 31 West 11th St., N. Y. City.

I'll Buy a Paper

Trade, technical or magazine, weekly or monthly, at moderate price, something I can build up. Write details, send sample. Box 738, Printers' Ink.

Manager in charge of advertising and sales for largest concern of its kind is out of work, because fire has destroyed the company's plants, and Government will not allow rebuilding during war. Seeks new connection as advertising manager or with advertising agency. Has a successful record and can give references of past connections. Mail order line preferred. Age 33, married. Address: Box 740, Printers' Ink, Chicago.

Someone Needs Me—Here's My Record.

Short experience New York Agency Solicitor; traveling salesman; eight years with western general line trade publication as assistant to publisher, five handling all advertising, during which patronage increased 300%; 29; married, strong, healthy. Some busy trade magazine publisher whose proposition presents a future, can use me.

"GRANT," Box 745, care of Printers' Ink

HIGH-GRADE MANAGER, experienced in every feature of newspaper work, business or office, desires managership of Daily in small city, Central West. Expert in Cost Finding and Commercial Printing. Box 736, care Printers' Ink.

ADVERTISING MANAGER

Experience: Manufacturer, publisher, agency; copy, layouts, booklets, sales-letters, news-items. *Personal:* Well educated, thorough, young, energetic. Salary: \$2,000. Box 743, Printers' Ink.

Advertising Manager, 46, married, now on prosperous daily, wants position as advertising or business manager, in city of 40,000 to 100,000. Experienced in circulation and editorial departments as well as advertising. \$3,600 a year. References. Address Box 733, Printers' Ink.

EDITORIAL WRITER

Manager of editorial page and editorial writer of ripe experience of large metropolitan daily wishes to change location. References and proof of ability furnished. Salary \$75 a week to start. Box 734, care of Printers' Ink.

There is a vacancy for a bright young fellow of 17 to 20 years, in the advertising department of a well-known magazine. He must know the rudiments of advertising, be capable of handling details without supervision, and be willing to work for promotion. This is an unusual opening with a real prospect back of it. Box 948, care Printers' Ink.

Philadelphia Agency or Advertiser

Do You Need An Understudy? Your hard-to-replace executive is going into the service, so engage this young man to understudy him and fill the gap. He is in 3B Class, good personality, well educated, adaptable, has had two years' newspaper soliciting experience and five years of general business experience. Box 737, Printers' Ink.

Highly Trained Advertising Man For Sale

A proven success in the mail order field. Intimate knowledge of general merchandise and a master of the kind of copy and general presentation that sells it. Creator of ideas for sales promotion. Working knowledge of engraving, electrotyping, printing. Details and proof of ability in interview. Salary requirement about \$4,000. Box 741, care of Printers' Ink.

Service and Merchandise Man

For the past eight years I have been connected with the sales department of nationally known products—acting in the capacity of sales and advertising manager. My record of sales during that time has been exceptional. The month of August alone showed an increase of 150% in the business of the firm with which I am at present connected.

I am looking for a connection with an advertising agency which will give me an opportunity to grow. My record will show that I can be of service to your clients in the sales and merchandising end of their business. Draft classification 4A. Box 746, care P. I.

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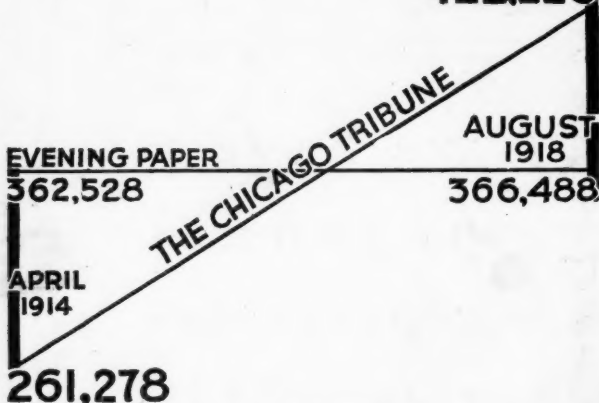
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